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Audit Bureau of Circulations

1992 Canadian
NEWSPAPER CIRCULATION FACTBOOK

Dailies & Weeklies

COVERAGE ANALYSIS BY:

- County
- Census Division
- Major Market

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"The objects of the Audit Bureau of Circulations shall be to issue standardized statements of circulation data or other data reported by a member; to verify the figures shown in these statements by auditors' examination of any and all records considered by the Bureau to be necessary; and to disseminate data for the benefit of advertisers, advertising agencies, and others interested in facts in the advertising and publishing industry.

"Each member's statement and each Audit Report issued by the Bureau shall embrace figures and facts bearing on the quality as well as the quantity of circulation data and other data reported. The figures in the Audit Report shall be those verified by the Bureau auditors.

"Facts, without opinion, to be reported."

– Article I of the Bylaws of the
Audit Bureau of Circulations

ABC FACTBOOK - 1992
Canadian Newspaper Circulation

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ABC:

AN INTRODUCTION

Created to Meet a Need

ABC was formed in 1914 when advertisers, advertising agencies and publishers established ground rules for circulation auditing. ABC was created to enforce those rules and to provide audited circulation information to both the buyers and the sellers of advertising space.

The need for audited circulation stemmed from the need for credibility. Publishers needed independent verification to sell advertising space and to provide a basis for their rates. Advertisers and advertising agencies needed assurance that their print media decisions were based on independently verified circulation data.

These needs are as valid today although methods of buying and selling print advertising space have changed. ABC continues to serve its members by providing needed data in a range of useful formats.

Verified Circulation

While today's media planning is dependent upon a variety of research – subscriber demographics, for instance – the cornerstone of all this data continues to be verified circulation figures.

Many publishers base their advertising rates on circulation. Buyers use circulation figures to decide where their advertising budgets should be spent. With an ABC audit, publishers can offer buyers an independent verification that their circulation claims are accurate.

ABC auditors examine and evaluate publishers' circulation claims by checking such items as press runs, distribution methods and financial records.

The auditors' findings become the Audit Report, an ABC-produced report containing comprehensive breakdowns of the publication's paid circulation and, where ABC rules allow, an analysis of non-paid circulation. Audits generally are conducted annually, although some smaller circulation publications have audits done every other year.

ABC Reports

ABC provides circulation information to its members in a variety of reports and formats. Audit Reports are supplemented every six months by statements publisher members submit to ABC. These Publisher's Statements, which are subject to audit, are issued by ABC to provide the most up-to-date information possible.

From these basic reports come a number of other reports. For instance, FAS-FAX reports, containing the very latest summary circulation of daily and weekly newspapers, are issued approximately 15 days after the filing deadline for Publisher's Statements. These reports are available also on computer diskette.

Most circulation information is available either in hard-copy formats or electronically through ABC's Circulation Data Bank. The Data Bank maintains county circulation and occupied household data for each member newspaper. Members can request custom reports that can include specific ABC data, the member's own proprietary data and other information. Data Bank report formats include personal computer diskettes, laser-printed reports, magnetic tape, annual reference volumes and on-line access through timesharing services.

Foreword

The ABC NEWSPAPER CIRCULATION FACTBOOK has been published annually since 1971, when it was developed at the request of Canadian media planners for a convenient and comprehensive reference source on newspaper circulation and coverage in Canadian markets. It can also be obtained in diskette form at moderate cost.

Data reported in this Factbook are derived from the latest ABC Audit Report for each member newspaper. Much of the circulation data reported herein can be readily updated from subsequent ABC FAS-FAX and member Publisher's Statements.

In addition to the Factbook, ABC offers a variety of computer generated Data Bank services covering county and census division tabulations structured to meet users' specific requirements. Numerous Data Bank reports and services are available without charge to ABC members. Further information on these services is available on request from any ABC office.

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Introduction

The Canadian FACTBOOK consists of three major parts, plus a map section. Part I contains five sections of data for Daily, Saturday and Sunday issues of daily newspaper members and the markets they serve. Part II provides circulation and coverage data for weekly newspaper members. Part III provides county and census division circulation and coverage data for both daily and weekly member newspapers. Each section is printed on a different color for easy reference. Provincial maps at the back of this volume depict boundaries as defined in the 1986 census. Only those towns where ABC member newspapers are located, and those which have a census population of 1,000 or more, are included.

SECTION A - Individual Newspaper Circulation by Market, County, Census Division

Section A shows paid circulation coverages from the most recent ABC Audit Report for daily newspaper members in Part I and weekly newspaper members in Part II. These data are reported alphabetically within provinces which are listed geographically from east to west.

County and Census Division circulation analysis follows the listing of market circulation averages. Paid circulation not analyzed by county or census division is included in the "Remainder of Circulation" total. An asterisk identifies each newspaper's county or census division of publication.

The circulation/occupied household ratio is reported for each reporting market. The percentage of total paid circulation is shown for each component figure. Map reference coordinates shown for each newspaper's city of publication will aid in locating markets on the maps located at the back of this volume.

French language newspapers are identified with the code (F) following the newspaper name.

SECTION B - County and Census Division Circulations

These alphabetical listings of counties or census divisions by province in Parts I and II show circulation and household coverage ratios of each member paper with significant circulation in the area.

SECTION C - Daily and Weekly Newspaper Circulation

These sections in Parts I and II provide daily newspaper circulation and coverage in major markets and weekly newspaper circulation in alphabetical sequence by province and city.

SECTION D - Five Year Circulation Trends in Metropolitan Areas

Section D of Part I provides five-year circulation and coverage data for all daily newspapers in the 25 census metropolitan areas.

SECTION E - Ranking by Circulation Size

Section E of Part I ranks daily newspapers by total circulation. It includes a separate circulation size ranking for Sunday editions.

Map Section

Provincial maps, placed at the back of this book, depict county or census division boundaries as defined in the 1986 census. Only those towns which contain an ABC publisher member, and others with 1,000 plus populations, are shown.

Map reference coordinates shown in each newspaper city of publications will aid in locating markets on maps.

ABC Daily Newspaper Members - CANADA

Newfoundland

CORNER BROOK
Western Star (Eve)

ST. JOHN'S
Evening Telegram (Eve)
Sunday Telegram (Sun)
Weekend Evening Telegram (Wknd)

Prince Edward Island

CHARLOTTETOWN
Guardian (Morn)
Patriot (Eve)

SUMMERSIDE
Journal-Pioneer (Eve)

Nova Scotia

AMHERST
Amherst Daily News/Citizen (Morn & Sat)

HALIFAX
Chronicle-Herald (Morn)
Daily News (Morn & Sun)
Mail-Star (Eve)

NEW GLASGOW
Evening News (Eve)

SYDNEY
Cape Breton Post (Morn)

TRURO
Daily News (Eve)

New Brunswick

CARAQUET
L'Acadie Nouvelle (Morn)

FREDERICTON
Daily Gleaner (Eve)

MONCTON
Moncton Times - Transcript (Eve & Sat)

SAINT JOHN
Telegraph-Journal (Morn)
Times-Globe (Eve)

Quebec

CHICOUTIMI
Progrès-Dimanche (Sun)
Le Quotidien (Morn)

GRANBY
La Voix de l'Est (Morn)

MONTREAL
Le Devoir (Morn)
Gazette (Morn & Sun)
Le Journal de Montreal (Morn & Sun)
La Presse (Morn & Sun)

QUEBEC
Le Journal de Québec (Morn & Sun)
Le Soleil (Morn & Sun)

SHERBROOKE
Record (Morn)
La Tribune (Morn)

TROIS-RIVIERES
Le Nouvelliste (Morn)

Ontario

BARRIE
Examiner (Eve)

BELLEVILLE
Intelligencer (Eve)

BRANTFORD
Expositor (Eve)

BROCKVILLE
Brockville Recorder and Times (Eve)

BURLINGTON
Burlington Spectator (Eve)

CAMBRIDGE
Cambridge Reporter (Eve)

CHATHAM
Daily News (Eve)

COBOURG
Cobourg Daily Star (Eve)

CORNWALL
Standard-Freeholder (Eve)

GUELPH
Daily Mercury (Eve)

HAMILTON
Hamilton Spectator (Eve)

KENORA
Daily Miner & News (Eve)

KINGSTON
Whig-Standard (Eve)

KIRKLAND LAKE
Northern Daily News (Eve)

KITCHENER-WATERLOO
Kitchener-Waterloo Record (Eve)

LINDSAY
Lindsay Daily Post (Eve)

LONDON
London Free Press (Morn)

NIAGARA FALLS
Niagara Falls Review (Eve)

NORTH BAY
North Bay Nugget (Eve)

ORILLIA
Packet & Times (Eve)

OSHAWA
Oshawa Times (Eve)

OTTAWA
Le Droit (All Day & Sat Eve)
Ottawa Citizen (All Day, Sat Morn & Sun)
Ottawa Sun (All Day & Sun)

OWEN SOUND
Sun-Times (Eve)

PEMBROKE
Pembroke Observer (Eve)

PETERBOROUGH
Examiner (Eve & Sun)

PORT HOPE
Port Hope Evening Guide (Eve)

ST. CATHARINES
Standard (Eve)

ST. THOMAS
St. Thomas Times-Journal (Eve)

SARNIA
Observer (Eve)

SAULT STE. MARIE
Sault Star (Eve)

SIMCOE
Simcoe Reformer (Eve)

STRATFORD
Beacon-Herald (Eve)

SUDBURY
Sudbury Star (Eve)

THUNDER BAY
Chronicle-Journal (Eve)
Times-News (Morn, Sat & Sun)

TIMMINS
Daily Press (Eve)

TORONTO
Daily Commercial News and Construction Record (Daily)
Daily Racing Form (Morn & Sun)
Financial Post (Morn)
Toronto Star (All Day, Sat & Sun)
Toronto Sun (Morn, Sat & Sun)

WELLAND-PORT COLBORNE
Evening Tribune (Eve)

WINDSOR
Windsor Star (Eve)

WOODSTOCK
Daily Sentinel-Review (Eve)

Manitoba

BRANDON
Brandon Sun (Eve & Sun)

PORTAGE LA PRAIRIE
Daily Graphic (Eve)

WINNIPEG
Winnipeg Free Press (Eve, Sat Morn & Sun)
Winnipeg Sun (Morn & Sun)

Saskatchewan

MOOSE JAW
Moose Jaw Times-Herald (Eve)

PRINCE ALBERT
Prince Albert Times-Herald (Eve)

REGINA
Leader-Post (Eve)

SASKATOON
Star Phoenix (All Day)

Alberta

CALGARY
Calgary Herald (Morn)
Calgary Sun (Morn)
Sunday Herald (Sun)
Sunday Sun (Sun)

EDMONTON
Edmonton Sun (Morn & Sun)
Edmonton Journal (Morn & Sun)

FORT McMURRAY
Fort McMurray Today (Eve)

GRANDE PRAIRIE
Daily Herald-Tribune (Eve)

LETHBRIDGE
Lethbridge Herald (Eve)

MEDICINE HAT
Medicine Hat News (Eve)

RED DEER
Red Deer Advocate (Eve)

Daily Newspapers - continued on back

ABC Daily Newspaper Members - CANADA - continued

British Columbia

CRANBROOK		
	Daily Townsman	(Eve)
FORT ST. JOHN		
	Alaska Highway News	(Eve)
KAMLOOPS		
	Kamloops Daily News	(Eve)
KELOWNA		
	Daily Courier	(Eve)
NANAIMO		
	Nanaimo Daily Free Press	(Eve)
NELSON		
	Daily News	(Eve)
PENTICTON		
	Herald	(Eve)
PORT ALBERNI		
	Alberni Valley Times	(Eve)
PRINCE GEORGE		
	The Citizen	(Eve)
PRINCE RUPERT		
	Daily News	(Eve)
TRAIL		
	Trail Daily Times	(Eve)
VANCOUVER		
	Province	(Morn & Sun)
	Vancouver Sun	(Eve)
VERNON		
	Daily News	(Eve)
VICTORIA		
	Times-Colonist	(Morn & Sun)

Yukon Territory

WHITEHORSE		
	The Whitehorse Star	(Eve)

Canadian Daily Newspapers by Affiliation

CHAIN
- PROVINCE
  - Publication

ARMADALE COMPANY LIMITED
- SASKATCHEWAN
  - Regina Leader-Post
  - Saskatoon Star-Phoenix

BURGOYNE GROUP
- ONTARIO
  - St. Catharines Standard
  - Cobourg Daily Star
  - Port Hope Evening Guide

GESCA INC.
- QUEBEC
  - Granby La Voix de L'Est (F)
  - Montreal La Presse (F)
  - Sherbrooke La Tribune (F)
  - Trois Rivieres Le Nouvelliste (F)

HOLLINGER INC.
- PRINCE EDWARD ISLAND
  - Summerside Journal Pioneer
- QUEBEC
  - Quebec Le Soleil (F)
  - Chicoutimi Le Quotidien (F)
- ONTARIO
  - Ottawa Le Droit (F)
- BRITISH COLUMBIA
  - Port Alberni Valley Times
  - Trail Times
  - Nelson News
  - Cranbrook Townsman
  - Prince Rupert News
  - Fort St. John Alaska Highway News

IRVING NEWSPAPERS
- NEW BRUNSWICK
  - Fredericton Gleaner
  - Moncton Times-Transcript
  - Saint John Telegraph-Journal
  - Saint John Evening Times-Globe

QUEBECOR
- QUEBEC
  - Le Journal de Montreal (F)
  - Le Journal de Québec (F)
  - Sherbrooke Record
- MANITOBA
  - Winnipeg Sun

SOUTHAM
- QUEBEC
  - Montreal Gazette
- ONTARIO
  - Brantford Expositor
  - Burlington Spectator
  - Hamilton Spectator
  - Kingston Whig-Standard
  - Kitchener-Waterloo Record
  - North Bay Nugget
  - Ottawa Citizen
  - Owen Sound Sun-Times
  - Sault Ste. Marie Sault Star
  - Windsor Star
- ALBERTA
  - Calgary Herald
  - Edmonton Journal
  - Medicine Hat News
- BRITISH COLUMBIA
  - Kamloops Daily News
  - Prince George Citizen
  - Vancouver Province
  - Vancouver Sun

TORONTO SUN PUBLISHING CORP.
- ONTARIO
  - Kenora Daily Miner and News
  - Toronto Sun
  - The Financial Post
  - Ottawa Sun

TORONTO SUN PUBLISHING CORP. (Continued)
- MANITOBA
  - Portage La Prairie Daily Graphic
- ALBERTA
  - Calgary Sun
  - Edmonton Sun
  - Fort McMurray Today
  - Grande Prairie Daily Herald-Tribune

THOMSON NEWSPAPERS
- NEWFOUNDLAND
  - Corner Brook Western Star
  - St. John's Evening Telegram
- PRINCE EDWARD ISLAND
  - Charlottetown Guardian
  - Charlottetown Patriot
- NOVA SCOTIA
  - New Glasgow News
  - Sydney, Cape Breton Post
  - Truro Daily News
- ONTARIO
  - Barrie Examiner
  - Belleville Intelligencer
  - Cambridge Reporter
  - Chatham Daily News
  - Cornwall Standard-Freeholder
  - Guelph Daily Mercury
  - Kirkland Lake, Northern Daily News
  - Lindsay Daily Post
  - Niagara Falls Review
  - Orillia Packet & Times
  - Oshawa-Whitby Times
  - Pembroke Observer
  - Peterborough Examiner
  - St. Thomas Times-Journal
  - Sarnia Observer
  - Simcoe Reformer
  - Sudbury Star
  - Thunder Bay Chronicle-Journal
  - Thunder Bay Times-News
  - Timmins Press
  - Welland-Port Colborne Tribune
  - Woodstock Sentinel-Review
- MANITOBA
  - Brandon Sun
  - Winnipeg Free Press
- SASKATCHEWAN
  - Moose Jaw Times-Herald
  - Prince Albert Herald
- ALBERTA
  - Lethbridge Herald
- BRITISH COLUMBIA
  - Kelowna Daily Courier
  - Nanaimo Daily Free Press
  - Penticton Herald
  - Vernon Daily News
  - Victoria Times-Colonist

INDEPENDENTS
- NOVA SCOTIA
  - Amherst Daily News/Citizen
  - Halifax Daily News
  - Halifax Chronicle-Herald
  - Halifax Mail-Star
- NEW BRUNSWICK
  - Caraquet L'Acadie Nouvelle (F)
- QUEBEC
  - Montreal Le Devoir (F)
- ONTARIO
  - Brockville Recorder and Times
  - London Free Press
  - Stratford Beacon-Herald
  - Toronto Star
- ALBERTA
  - Red Deer Advocate
- YUKON
  - Whitehorse Star

(F) = French language newspaper
Source: Canadian Daily Newspaper Association

ABC Weekly Newspaper Members - CANADA

Prince Edward Island

ALBERTON	West Prince Graphic	(Wkly)
MONTAGUE	The Eastern Graphic	(Wkly)

Nova Scotia

KENTVILLE	Advertiser	(Wkly)
PORT HAWKSBURY	The Reporter	(Wkly)
YARMOUTH	The Vanguard	(Wkly)

New Brunswick

BATHURST	The Northern Light	(Wkly)
CHATHAM	Miramichi Weekend	(Wkly)
DALHOUSIE	Dalhousie News	(Wkly)
DOAKTOWN	Miramichi Headwaters	(Wkly)
NEWCASTLE	Miramichi Leader	(Wkly)
SACKVILLE	The Sackville Tribune-Post	(Wkly)
SUSSEX	The Kings County Record	(Wkly)

Quebec

AMOS	L'Echo d'Amos	(Wkly)
CAP AUX MEULES	Le Radar	(Wkly)
CHIBOUGAMAU	La Sentinelle de Chibougamau-Chapais	(Wkly)
HUNTINGDON	Gleaner	(Wkly)
LA SARRE	L'Echo d'Abitibi-Ouest	(Wkly)
LOUISEVILLE	L'Echo de Louiseville/Berthier	(Wkly)
MATANE	La Voix Gaspesienne	(Wkly)
MONTREAL	Echoes-Vedettes	(Wkly)
NEW CARLISLE	Spec Newspaper	(Wkly)
PLESSISVILLE	La Feuille d'Erable	(Wkly)
ROUYN	La Frontière	(Wkly)
ST. HYACINTHE	Le Courrier de St. Hyacinthe	(Wkly)
ST. JEAN	Le Canada Francais	(Wkly)
ST. JEROME	L'Echo du Nord	(Wkly)
SHAWVILLE	The Equity	(Wkly)
VAL D'OR	L'Echo Abitibien	(Wkly)
VICTORIAVILLE	L'Union	(Wkly)

Ontario

ALEXANDRIA	The Glengarry News	(Wkly)
ALLISTON	The Alliston Herald	(Wkly)
ALMONTE	The Almonte Gazette	(Wkly)
ARNPRIOR	Arnprior Chronicle-Guide	(Wkly)
ATIKOKAN	The Atikokan Progress	(Wkly)
AYLMER	The Aylmer Express	(Wkly)
BLENHEIM	News-Tribune	(Wkly)
BRACEBRIDGE	The Herald-Gazette	(Wkly)
CARLETON PLACE	The Canadian	(Wkly)
CHESLEY	The Chesley Enterprise	(Wkly GAP)
COCHRANE	The Cochrane Northland Post	(Wkly)
COLLINGWOOD	Enterprise-Bulletin	(Wkly & Sat)
DELHI	Delhi News-Record	(Wkly)
DRYDEN	The Dryden Observer	(Wkly)
DUNNVILLE	Chronicle	(Wkly)
DURHAM	The Durham Chronicle	(Wkly GAP)
FORT FRANCES	Times	(Wkly)
GANANOQUE	The Reporter	(Wkly)
GRAVENHURST	Gravenhurst News	(Wkly)
HANOVER	The Post	(Wkly)
HUNTSVILLE	The Forester	(Wkly)
IROQUOIS FALLS	The Enterprise	(Wkly)
LEAMINGTON	Leamington Post	(Wkly)
LITTLE CURRENT	The Manitoulin Expositor	(Wkly)
MARKDALE	The Markdale Standard	(Wkly GAP)
MEAFORD	The Express	(Wkly)
MIDLAND	The Free Press	(Semi Wkly)
ORANGEVILLE	Banner	(Semi Wkly)
PERTH	Courier	(Wkly)
PORT ELGIN	The Beacon Times	(Wkly GAP)
RENFREW	The Mercury	(Wkly)
SMITHS FALLS	The Record News	(Wkly)
STITTSVILLE	The Stittsville News	(Wkly)
STRATHROY	The Age Dispatch	(Wkly)
TILLSONBURG	News	(Tri Wkly)
TRENTON	The Trentonian & Tri County News	(Tri Wkly)
WIARTON	Echo	(Wkly GAP)

Manitoba

STEINBACH	The Carillon	(Wkly)
VIRDEN	Empire-Advance	(Wkly)

Saskatchewan

ASSINIBOIA	Times	(Wkly GAP)
BENGOUGH	Cross-Country Connection	(Wkly GAP)
CANORA	Courier	(Wkly GAP)
CARLYLE	Observer	(Wkly GAP)
CUT KNIFE	Hwy. 40 Courier	(Wkly GAP)
DAVIDSON	Leader	(Wkly GAP)
ESTEVAN	Mercury	(Wkly GAP)
FOAM LAKE	Review	(Wkly GAP)
HUDSON BAY	Post-Review	(Wkly GAP)
HUMBOLDT	Journal	(Wkly GAP)
INDIAN HEAD	Indian Head-Wolseley News	(Wkly GAP)
ITUNA	News	(Wkly GAP)
KAMSACK	Times	(Wkly GAP)
KELVINGTON	Radio	(Wkly GAP)
KERROBERT	Citizen	(Wkly GAP)
KINDERSLEY	Clarion	(Wkly GAP)

Weekly Newspapers - continued on back

GAP = Group Audit Plan

ABC Weekly Newspaper Members - CANADA - continued

LA RONGE	The Northerner	(Wkly GAP)
LANGENBURG	Four-Town Journal	(Wkly GAP)
LANIGAN	Advisor	(Wkly GAP)
LEADER	News	(Wkly GAP)
MAPLE CREEK	News	(Wkly GAP)
MEADOW LAKE	Progress	(Wkly GAP)
MELVILLE	Advance	(Wkly GAP)
MOOSOMIN	World Spectator	(Wkly GAP)
NAICAM	News	(Wkly GAP)
NIPAWIN	Journal	(Wkly GAP)
NOKOMIS	Last Mountain Times	(Wkly GAP)
NORQUAY	North Star	(Wkly GAP)
NORTH BATTLEFORD	The Battlefords News-Optimist	(Wkly & Sun GAP)
OUTLOOK	The Outlook	(Wkly & Sun GAP)
PREECEVILLE	Progress	(Wkly GAP)
RADVILLE	Star	(Wkly GAP)
REDVERS	The Optimist	(Wkly GAP)
ROSE VALLEY	View From Here	(Wkly GAP)
ROSTHERN	Saskatchewan Valley News	(Wkly GAP)
SEMANS	Hiway 15 Gazette	(Wkly GAP)
SHELLBROOK	Chronicle	(Wkly GAP)
SPIRITWOOD	Herald	(Wkly GAP)
SWIFT CURRENT	Sun	(Semi Wkly)
TISDALE	Tisdale Recorder	(Wkly GAP)
UNITY	Northwest Herald	(Wkly GAP)
WADENA	News	(Wkly GAP)
WATROUS	Manitou	(Wkly GAP)
WEYBURN	Review	(Wkly GAP)
WHITEWOOD	Herald	(Wkly GAP)
WILKIE	The Press	(Wkly GAP)
WYNYARD	Advance	(Wkly GAP)
YORKTON	Enterprise	(Semi Wkly)

Alberta

BEAVERLODGE	The Advertiser	(Wkly)
CARDSTON	Chronicle	(Wkly GAP)
CORONATION	The Coronation Review	(Wkly GAP)
ECKVILLE	Examiner	(Wkly GAP)
FAIRVIEW	The Post	(Wkly)
FORT MACLEOD	Gazette	(Wkly GAP)
FORT VERMILION	Northern Pioneer	(Wkly GAP)
GRIMSHAW	Mile Zero News	(Wkly GAP)
HIGH LEVEL	Echo	(Wkly GAP)
HIGH RIVER	Times	(Wkly)
LACOMBE	Globe	(Wkly GAP)
MANNING	Banner Post	(Wkly GAP)
RAYMOND	Raymond Review	(Wkly GAR)
RIMBEY	Record	(Wkly GAP)
ROCKY MOUNTAIN HOUSE	The Mountaineer	(Wkly GAP)
RYCROFT	The Signal	(Wkly)
SEDGEWICK	The Community Press	(Wkly)
STETTLER	The Stettler Independent	(Wkly GAP)
SYLVAN LAKE	News	(Wkly GAP)
THREE HILLS	The Three Hills Capital	(Wkly)
WAINWRIGHT	Wainwright Star Chronicle	(Wkly)

British Columbia

CAMPBELL RIVER	The Campbell River Courier	(Wkly)
	The Upper Islander	(Wkly)
CASTLEGAR	Castlegar News	(Wkly & Sun)
COURTENAY	Comox District Free Press	(Semi Wkly)
CRESTON	The Creston Valley Advance	(Semi Wkly)
PORT HARDY	North Island Gazette	(Wkly)
POWELL RIVER	The Power River News	(Wkly)
REVELSTOKE	Revelstoke Review	(Wkly)
RICHMOND	Buy and Sell Press	(Wkly)

GAP = Group Audit Plan

Users' Guide to Part I

DAILY NEWSPAPER ANALYSIS

Part I analyzes circulation data for daily newspapers and the markets they serve. Each of the five sections is printed on a different color paper for ease of reference. Map reference coordinates relate to the provincial maps located at the back of this volume.

SECTION A - Daily Newspaper Circulation by Market, County, Census Division

This section lists total paid circulation averages for each newspaper, extracted from the most recent ABC Audit Report. Separate figures are reported for each of the established market areas and for the total average paid circulation. Circulation figures are also reported for Census Metropolitan Areas. Listings for all newspapers published within these census-defined markets report circulation for the market within which each is published.

The individual newspaper's county or census division circulation data follows the listing of market data. Home market circulation is shown plus figures for other counties or census divisions where the newspaper reports circulation of at least 250 copies or a 5 percent circulation/occupied household ratio. Other paid circulation is included in the "Remainder of Circulation" total.

Occupied households shown for newspaper markets and Census Metropolitan Areas are ABC estimates for the year in which the audit period ended. Occupied households for Counties and Census Divisions are 1989 estimates.

It should be noted that circulation figures for Census Metropolitan Areas, Counties and Census Divisions are extracted from Paragraph 3 of ABC Audit Reports and, as such, do not necessarily represent the average for all daily issues. Under ABC rules, a separation of averages is required where daily circulation on a given day or days is considered abnormally high or low.

SECTION B - County and Census Division Circulation & Coverage

These alphabetical and numeric listings of counties or census divisions by province report the circulation and circulation/occupied household ratio of all daily newspaper members having circulation of at least 250 copies or a 5 percent circulation/occupied household ratio. As in Section A, 1991 occupied household estimates are shown.

SECTION C - Major Market Circulation & Coverage

Publisher reported or ABC compiled circulation data coupled with 1991 estimated population and occupied households are provided in this section for major markets where ABC member daily newspapers circulate. These major markets are listed by size, according to the total market population. Map reference coordinates, provided to aid in locating markets, relate to the provincial maps located at the back of this volume.

Newspaper circulation within these census-defined areas with the circulation/occupied household ratio is shown for all member daily newspapers having circulation of at least 500 copies in the area. Newspapers published in the market area are identified by an asterisk.

SECTION D - Five Year Circulation Trends In Metropolitan Areas

Five year trend data on circulation of daily newspapers in the 25 Census Metropolitan Areas are included in this section. These include coverage ratios, single copy sales, subscription sales and their proportions of total circulation.

SECTION E - Circulation Rankings

The first table in this section ranks daily newspapers by total circulation for each edition. The second table ranks Sunday newspapers by total circulation.

Part I

SECTION A

Analysis of Daily Newspaper Circulation By Market, County, Census Division, Regional District or Territory

This section lists paid circulation averages for each newspaper, extracted from the most recent ABC Audit Report. Separate figures are reported for each of the established market areas and for the total average paid circulation. Circulation figures are also reported for Census Metropolitan Areas. Listings for all newspapers published within these census-defined markets report circulation for the market within which each is published.

The individual newspaper's county or census circulation data follows the listing of market data. Home market circulation is shown plus figures for other counties or census divisions where the newspaper reports circulation of at least 250 copies or a 5 percent circulation/occupied household ratio. Other paid circulation is included in the "Remainder of Circulation" total.

Occupied households shown for newspaper markets and Census Metropolitan Areas are ABC estimates for the year in which the audit period ended. Occupied households for Counties and Census Divisions are 1991 estimates.

It should be noted that circulation figures for Census Metropolitan Areas, Counties and Census Divisions are extracted from Paragraph 3 of ABC Audit Reports and, as such, do not necessarily represent the average for all daily issues. Under ABC rules, a separation of averages is required where average circulation on a certain weekday differs from the averages for the other days by more than 15%.

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
NEWFOUNDLAND							
CORNER BROOK			**M 4**				
CORNER BROOK WESTERN STAR	9/91			EVE (M-S)			
CITY ZONE		7,200			5,240	73	47
RETAIL TRADING ZONE		16,100			5,122	32	46
TOTAL ZONES		23,300			10,362	44	94
TOTAL PAID CIRCULATION					11,074		
CENSUS DIVISION CIRCULATION							
CEN. DIV. 04		8,200			2,323	28	21
* CEN. DIV. 05		14,000			7,809	56	71
CEN. DIV. 08		15,700			391	2	4
CEN. DIV. 09		7,100			370	5	3
REMAINDER OF CIRCULATION					181		2
ST. JOHN'S			**D14**				
ST. JOHN'S EVENING TELEGRAM	9/91			EVE (M-F)			
CITY ZONE		30,500			20,445	67	53
RETAIL TRADING ZONE		78,200			17,634	23	45
TOTAL ZONES		108,700			38,079	35	98
CENSUS METROPOLITAN AREA		50,400			30,341	60	78
TOTAL PAID CIRCULATION					38,907		
CENSUS DIVISION CIRCULATION							
* CEN. DIV. 01		73,900			35,592	48	91
CEN. DIV. 06		12,800			1,493	12	4
CEN. DIV. 07		13,300			883	7	2
CEN. DIV. 10		8,100			298	4	1
REMAINDER OF CIRCULATION					641		2
ST. JOHN'S EVENING TELEGRAM	9/91			WEEKEND			
CITY ZONE		30,500			24,500	80	42
RETAIL TRADING ZONE		78,200			30,914	40	53
TOTAL ZONES		108,700			55,414	51	96
CENSUS METROPOLITAN AREA		50,400			37,379	74	65
TOTAL PAID CIRCULATION					57,903		
CENSUS DIVISION CIRCULATION							
* CEN. DIV. 01		73,900			47,619	64	82
CEN. DIV. 02		8,700			1,937	22	3
CEN. DIV. 05		14,000			276	2	
CEN. DIV. 06		12,800			2,878	22	5
CEN. DIV. 07		13,300			2,980	22	5
CEN. DIV. 08		15,700			497	3	1
CEN. DIV. 10		8,100			529	7	1
REMAINDER OF CIRCULATION					1,187		2
ST. JOHN'S EVENING TELEGRAM	9/91			SUNDAY			

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
NEWFOUNDLAND (cont.)							
CITY ZONE		30,500			18,020	59	49
RETAIL TRADING ZONE		78,200			17,505	22	48
TOTAL ZONES		108,700			35,525	33	98
CENSUS METROPOLITAN AREA		50,400			27,389	54	75
TOTAL PAID CIRCULATION					36,407		
CENSUS DIVISION CIRCULATION							
* CEN. DIV. 01		73,900			32,278	44	89
CEN. DIV. 02		8,700			650	7	2
CEN. DIV. 06		12,800			1,474	12	4
CEN. DIV. 07		13,300			1,123	8	3
CEN. DIV. 10		8,100			288	4	1
REMAINDER OF CIRCULATION					594		2

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
PRINCE EDWARD ISLAND							
CHARLOTTETOWN			J18				
CHARLOTTETOWN GUARDIAN, EVENING PATRIOT	9/91			MORN/EVE (M-S)			
CITY ZONE		9,500			10,836	114	44
RETAIL TRADING ZONE		19,500			11,022	57	45
TOTAL ZONES		29,000			21,858	75	89
TOTAL PAID CIRCULATION					24,521		
COUNTY CIRCULATION							
KINGS		6,400			3,519	55	14
PRINCE		14,600			2,303	16	9
* QUEENS		22,600			18,339	81	75
REMAINDER OF CIRCULATION					360		1
SUMMERSIDE			E12				
SUMMERSIDE JOURNAL-PIONEER	9/91			EVE (M-S)			
CITY ZONE		4,800			3,940	82	36
RETAIL TRADING ZONE		11,200			5,954	53	55
TOTAL ZONES		16,000			9,894	62	91
TOTAL PAID CIRCULATION					10,921		
COUNTY CIRCULATION							
* PRINCE		14,600			9,729	67	89
QUEENS		22,600			787	3	7
REMAINDER OF CIRCULATION					405		4
NOVA SCOTIA							
AMHERST			G11				
AMHERST DAILY NEWS	9/90			MORN (M-F)			
CITY ZONE		3,900			2,462	63	64
RETAIL TRADING ZONE		12,200			1,301	11	34
TOTAL ZONES		16,100			3,763	23	98
TOTAL PAID CIRCULATION					3,847		
COUNTY CIRCULATION							
* CUMBERLAND		12,700			3,738	29	97
REMAINDER OF CIRCULATION					109		3
AMHERST DAILY NEWS	9/90			SUNDAY			
CITY ZONE		3,900			2,962	76	45
RETAIL TRADING ZONE		12,200			2,815	23	43
TOTAL ZONES		16,100			5,777	36	88
TOTAL PAID CIRCULATION					6,571		
COUNTY CIRCULATION							
* CUMBERLAND		12,700			5,472	43	83
WESTMORLAND		41,000			294	1	4

*Denotes Home County

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
NOVA SCOTIA (cont.)							
REMAINDER OF CIRCULATION					805		12
HALIFAX			M18				
HALIFAX CHRONICLE-HERALD, MAIL-STAR	9/91			MORN/EVE (M-S)			
NEWSPAPER DESIGNATED MARKET		117,800			71,537	61	51
TOTAL ZONES		117,800			71,537	61	51
CENSUS METROPOLITAN AREA		113,600			70,534	62	50
TOTAL PAID CIRCULATION					141,511		
COUNTY CIRCULATION							
QUEENS		22,600			543	2	
ANNAPOLIS		8,400			3,250	39	2
ANTIGONISH		5,900			3,342	57	2
CAPE BRETON		40,000			4,741	12	3
COLCHESTER		17,300			6,927	40	5
CUMBERLAND		12,700			4,647	37	3
DIGBY		7,600			2,807	37	2
GUYSBOROUGH		4,000			1,647	41	1
• HALIFAX		117,800			71,537	61	51
HANTS		12,700			7,768	61	5
INVERNESS		7,400			3,469	47	2
KINGS		18,800			8,060	43	6
LUNENBERG		17,400			6,632	38	5
PICTOU		17,300			5,113	30	4
QUEENS		4,900			1,909	39	1
RICHMOND		3,800			1,391	37	1
SHELBURNE		6,400			1,950	30	1
VICTORIA		2,900			816	28	1
YARMOUTH		10,700			3,518	33	2
WESTMORLAND		41,000			595	1	
REMAINDER OF CIRCULATION					849		1
HALIFAX DAILY NEWS	9/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		117,800			21,952	19	87
TOTAL ZONES		117,800			21,952	19	87
CENSUS METROPOLITAN AREA		113,600			20,968	18	83
TOTAL PAID CIRCULATION					25,313		
COUNTY CIRCULATION							
CAPE BRETON		40,000			469	1	2
COLCHESTER		17,300			409	2	2
• HALIFAX		117,800			21,952	19	87
HANTS		12,700			331	3	1
KINGS		18,800			535	3	2
LUNENBERG		17,400			329	2	1
PICTOU		17,300			331	2	1
REMAINDER OF CIRCULATION					957		4
HALIFAX DAILY NEWS	9/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		117,800			29,831	25	81
TOTAL ZONES		117,800			29,831	25	81
CENSUS METROPOLITAN AREA		113,600			28,000	25	76

•Denotes Home County

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
NOVA SCOTIA (cont.)							
TOTAL PAID CIRCULATION					37,022		
COUNTY CIRCULATION							
ANNAPOLIS		8,400			288	3	1
ANTIGONISH		5,900			397	7	1
CAPE BRETON		40,000			1,239	3	3
COLCHESTER		17,300			929	5	3
* HALIFAX		117,800			29,831	25	81
HANTS		12,700			561	4	2
KINGS		18,800			1,149	6	3
LUNENBERG		17,400			714	4	2
PICTOU		17,300			637	4	2
REMAINDER OF CIRCULATION					1,277		3
NEW GLASGOW			G14				
NEW GLASGOW EVENING NEWS	9/91			EVE (M-S)			
CITY ZONE		7,900			6,524	83	58
RETAIL TRADING ZONE		8,500			4,147	49	37
TOTAL ZONES		16,400			10,671	65	95
TOTAL PAID CIRCULATION					11,215		
COUNTY CIRCULATION							
* PICTOU		17,300			10,797	62	96
REMAINDER OF CIRCULATION					418		4
SYDNEY			E18				
SYDNEY CAPE BRETON POST	9/91			MORN (M-S)			
CITY ZONE		12,400			11,048	89	35
RETAIL TRADING ZONE		30,500			18,690	61	60
TOTAL ZONES		42,900			29,738	69	95
TOTAL PAID CIRCULATION					31,280		
COUNTY CIRCULATION							
* CAPE BRETON		40,000			28,846	72	92
INVERNESS		7,400			914	12	3
RICHMOND		3,800			377	10	1
VICTORIA		2,900			892	31	3
REMAINDER OF CIRCULATION					251		1
TRURO			H13				
TRURO DAILY NEWS	9/91			EVE (M-S)			
CITY ZONE		7,300			4,887	67	56
RETAIL TRADING ZONE		10,000			3,390	34	39
TOTAL ZONES		17,300			8,277	48	95
TOTAL PAID CIRCULATION					8,712		
COUNTY CIRCULATION							
* COLCHESTER		17,300			8,277	48	95
REMAINDER OF CIRCULATION					435		5
TRURO DAILY NEWS	9/91			SATURDAY			

*Denotes Home County

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
NOVA SCOTIA (cont.)							
CITY ZONE		7,300			5,890	81	57
RETAIL TRADING ZONE		10,000			3,866	39	38
TOTAL ZONES		17,300			9,756	56	95
TOTAL PAID CIRCULATION					10,278		
COUNTY CIRCULATION							
* COLCHESTER		17,300			9,756	56	95
REMAINDER OF CIRCULATION					522		5
NEW BRUNSWICK							
CARAQUET			B 9				
CARAQUET L'ACADIE NOUVELLE	9/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		28,000			10,009	36	64
TOTAL ZONES		28,000			10,009	36	64
TOTAL PAID CIRCULATION					15,631		
COUNTY CIRCULATION							
* GLOUCESTER		28,000			10,009	36	64
KENT		10,600			1,064	10	7
MADAWASKA		12,500			687	5	4
NORTHUMBERLAND		18,000			815	5	5
RESTIGOUCHE		13,300			696	5	4
WESTMORLAND		41,000			1,794	4	11
REMAINDER OF CIRCULATION					566		4
FREDERICTON			G 6				
FREDERICTON DAILY GLEANER	9/91			EVE (M-S)			
CITY ZONE		18,700			16,946	91	56
RETAIL TRADING ZONE		24,500			11,762	48	39
TOTAL ZONES		43,200			28,708	66	95
TOTAL PAID CIRCULATION					30,199		
COUNTY CIRCULATION							
CARLETON		8,600			1,003	11	3
NORTHUMBERLAND		18,000			1,139	6	4
QUEENS		4,800			1,894	39	6
SUNBURY		7,400			4,306	58	14
* YORK		29,100			21,338	73	71
REMAINDER OF CIRCULATION					519		2
MONCTON			G10				
MONCTON TIMES-TRANSCRIPT	9/91			EVE (M-F)			
CITY ZONE		29,600			23,554	80	55
RETAIL TRADING ZONE		76,100			17,436	23	40
TOTAL ZONES		105,700			40,990	39	95
TOTAL PAID CIRCULATION					43,177		
COUNTY CIRCULATION							
ALBERT		8,100			5,584	69	13

*Denotes Home County

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
NEW BRUNSWICK (cont.)							
GLOUCESTER		28,000			1,299	5	3
KENT		10,600			4,361	41	10
KINGS		20,500			446	2	1
NORTHUMBERLAND		18,000			3,082	17	7
RESTIGOUCHE		13,300			1,040	8	2
* WESTMORLAND		41,000			26,664	65	62
REMAINDER OF CIRCULATION					701		2
MONCTON TIMES-TRANSCRIPT	9/91			SATURDAY			
CITY ZONE		29,600			28,597	97	53
RETAIL TRADING ZONE		76,100			22,562	30	42
TOTAL ZONES		105,700			51,159	48	94
TOTAL PAID CIRCULATION					54,212		
COUNTY CIRCULATION							
CUMBERLAND		12,700			425	3	1
ALBERT		8,100			6,850	85	13
GLOUCESTER		28,000			1,665	6	3
KENT		10,600			5,864	55	11
KINGS		20,500			732	4	1
NORTHUMBERLAND		18,000			3,684	20	7
RESTIGOUCHE		13,300			1,365	10	3
* WESTMORLAND		41,000			33,096	81	61
REMAINDER OF CIRCULATION					531		1
SAINT JOHN			M14				
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE	9/91			MORN/EVE (M			
CITY ZONE		29,400			23,714	81	39
RETAIL TRADING ZONE		220,700			36,180	16	60
TOTAL ZONES		250,100			59,894	24	99
CENSUS METROPOLITAN AREA		44,400			25,592	58	42
TOTAL PAID CIRCULATION					60,313		
COUNTY CIRCULATION							
ALBERT		8,100			356	4	1
CARLETON		8,800			2,090	24	3
CHARLOTTE		10,000			3,876	39	6
GLOUCESTER		28,000			1,683	6	3
KINGS		20,500			11,649	57	19
MADAWASKA		12,500			795	6	1
NORTHUMBERLAND		18,000			2,951	16	5
QUEENS		4,800			984	21	2
RESTIGOUCHE		13,300			1,439	11	2
* ST. JOHN		30,300			25,592	84	42
SUNBURY		7,400			338	5	1
VICTORIA		7,700			1,783	23	3
WESTMORLAND		41,000			1,846	5	3
YORK		29,100			4,361	15	7
REMAINDER OF CIRCULATION					570		1
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE	9/91			SATURDAY			

*Denotes Home County

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
NEW BRUNSWICK (cont.)							
CITY ZONE		29,400			20,712	70	35
RETAIL TRADING ZONE		220,700			37,929	17	64
TOTAL ZONES		250,100			58,641	23	99
CENSUS METROPOLITAN AREA		44,400			22,360	50	38
TOTAL PAID CIRCULATION					59,128		
COUNTY CIRCULATION							
ALBERT		8,100			396	5	1
CARLETON		8,800			2,226	25	4
CHARLOTTE		10,000			4,233	42	7
GLOUCESTER		28,000			1,849	7	3
KINGS		20,500			11,025	54	19
MADAWASKA		12,500			843	7	1
NORTHUMBERLAND		18,000			3,167	18	5
QUEENS		4,800			1,154	24	2
RESTIGOUCHE		13,300			1,561	12	3
* ST. JOHN		30,300			22,360	74	38
SUNBURY		7,400			448	6	1
VICTORIA		7,700			1,893	25	3
WESTMORLAND		41,000			2,002	5	3
YORK		29,100			5,276	18	9
REMAINDER OF CIRCULATION					695		1
QUEBEC							
CHICOUTIMI			J 8				
CHICOUTIMI PROGRES-DIMANCHE (F)	3/91			SUNDAY			
CITY ZONE		22,400			13,790	62	27
RETAIL TRADING ZONE		44,300			22,968	52	45
TOTAL ZONES		66,700			36,758	55	72
CENSUS METROPOLITAN AREA		55,600			26,082	47	51
TOTAL PAID CIRCULATION					51,092		
COUNTY CIRCULATION							
ABITIBI		35,700			639	2	1
* CHICOUTIMI		60,600			34,084	56	67
LAC-ST-JEAN-EST		16,000			6,651	42	13
LAC-ST-JEAN-OUEST		20,400			7,666	38	15
QUEBEC		188,900			632		1
SAGUENAY		32,500			1,317	4	3
REMAINDER OF CIRCULATION					103		
CHICOUTIMI LE QUOTIDIEN (F)	3/91			MORN (M-S)			
CITY ZONE		22,400			9,720	43	31
RETAIL TRADING ZONE		44,300			14,886	34	48
TOTAL ZONES		66,700			24,606	37	79
CENSUS METROPOLITAN AREA		55,600			17,525	32	56
TOTAL PAID CIRCULATION					31,230		
COUNTY CIRCULATION							
* CHICOUTIMI		60,600			22,533	37	72
LAC-ST-JEAN-EST		16,000			4,605	29	15

*Denotes Home County

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
LAC-ST-JEAN-OUEST		20,400			3,898	19	12
REMAINDER OF CIRCULATION					194		1
GRANBY			R12				
GRANBY LA VOIX DE L'EST (F)	3/91			MORN (M-F)			
CITY ZONE		22,400			9,379	42	60
RETAIL TRADING ZONE		35,000			5,965	17	38
TOTAL ZONES		57,400			15,344	27	98
TOTAL PAID CIRCULATION					15,680		
COUNTY CIRCULATION							
BAGOT		10,600			318	3	2
BROME		6,900			706	10	5
MISSISQUOI		13,600			2,057	15	13
ROUVILLE		17,200			1,265	7	8
* SHEFFORD		30,800			11,123	36	71
REMAINDER OF CIRCULATION					211		1
MONTREAL			D13				
MONTREAL GAZETTE	3/91			MORN (M-F)			
CITY ZONE		1,011,200			141,244	14	82
RETAIL TRADING ZONE		477,300			16,973	4	10
TOTAL ZONES		1,488,500			158,217	11	92
CENSUS METROPOLITAN AREA		1,227,400			155,371	13	91
TOTAL PAID CIRCULATION					171,496		
COUNTY CIRCULATION							
ABITIBI		35,700			307	1	
ARGENTEUIL		13,500			862	6	1
BROME		6,900			491	7	
CHAMBLY		129,500			8,201	6	5
CHATEAUGUAY		23,500			2,464	10	1
CHICOUTIMI		60,600			251		
DEUX-MONTAGNES		33,600			1,680	5	1
GATINEAU		21,700			381	2	
HULL		58,300			288		
HUNTINGDON		6,900			601	9	
* ILE-DE-MONTREAL		741,000			125,597	17	73
ILE-JESUS		121,200			5,642	5	3
LAPRAIRIE		44,500			4,032	9	2
L'ASSOMPTION		50,500			294	1	
MISSISQUOI		13,600			488	4	
MONTCALM		13,400			333	2	
QUEBEC		188,900			2,173	1	1
ROUVILLE		17,200			570	3	
SAGUENAY		32,500			279	1	
ST-JEAN		24,700			430	2	
ST-MAURICE		45,100			289	1	
SHEFFORD		30,800			313	1	
SHERBROOKE		50,400			780	2	
STANSTEAD		15,800			385	2	
TERREBONNE		93,600			2,771	3	2
VAUDREUIL		23,500			3,210	14	2

*Denotes Home County

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
VERCHERES		24,900			438	2	
OTTAWA-CARLETON		250,000			2,666	1	2
STOR. , DUN. & GLEN.		39,500			1,074	3	1
TORONTO		811,900			419		
REMAINDER OF CIRCULATION					3,533		2
MONTREAL GAZETTE	3/91			SATURDAY			
CITY ZONE		1,011,200			196,787	19	79
RETAIL TRADING ZONE		477,300			31,697	7	13
TOTAL ZONES		1,488,500			228,484	15	91
CENSUS METROPOLITAN AREA		1,227,400			233,095	19	93
TOTAL PAID CIRCULATION					250,053		
COUNTY CIRCULATION							
HALIFAX		117,800			385		
ABITIBI		35,700			492	1	
ARGENTEUIL		13,500			2,316	17	1
BEAUHARNOIS		21,900			310	1	
BROME		6,900			1,607	23	1
CHAMBLY		129,500			12,553	10	5
CHAMPLAIN		47,500			255	1	
CHATEAUGUAY		23,500			4,327	18	2
CHICOUTIMI		60,600			378	1	
DEUX-MONTAGNES		33,600			2,736	8	1
GATINEAU		21,700			587	3	
HULL		58,300			316	1	
HUNTINGDON		6,900			1,330	19	1
* ILE-DE-MONTREAL		741,000			171,869	23	69
ILE-JESUS		121,200			9,740	8	4
LAPRAIRIE		44,500			6,855	15	3
L'ASSOMPTION		50,500			737	1	
MISSISQUOI		13,600			1,077	8	
MONTCALM		13,400			807	6	
PORTNEUF		23,600			263	1	
QUEBEC		188,900			3,623	2	1
RICHMOND		14,000			357	3	
ROUVILLE		17,200			836	5	
SAGUENAY		32,500			374	1	
ST-JEAN		24,700			817	3	
ST-MAURICE		45,100			499	1	
SHEFFORD		30,800			626	2	
SHERBROOKE		50,400			1,544	3	1
STANSTEAD		15,800			1,096	7	
TERREBONNE		93,600			5,612	6	2
VAUDREUIL		23,500			4,986	21	2
VERCHERES		24,900			710	3	
OTTAWA-CARLETON		250,000			2,836	1	1
PRESCOTT & RUSSELL		22,100			315	1	
STOR. , DUN. & GLEN.		39,500			1,604	4	1
TORONTO		811,900			497		
REMAINDER OF CIRCULATION					4,274		2
MONTREAL GAZETTE	3/91			SUNDAY			

*Denotes Home County

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
CITY ZONE		1,011,200			129,113	13	82
RETAIL TRADING ZONE		477,300			17,927	4	11
TOTAL ZONES		1,488,500			147,040	10	93
CENSUS METROPOLITAN AREA		1,227,400			143,415	12	91
TOTAL PAID CIRCULATION					158,394		
COUNTY CIRCULATION							
ABITIBI		35,700			252	1	
ARGENTEUIL		13,500			991	7	1
BROME		6,900			566	8	
CHAMBLY		129,500			8,449	7	5
CHATEAUGUAY		23,500			2,711	12	2
DEUX-MONTAGNES		33,600			1,805	5	1
GATINEAU		21,700			330	2	
HUNTINGDON		6,900			567	8	
* ILE-DE-MONTREAL		741,000			113,352	15	72
ILE-JESUS		121,200			5,824	5	4
LAPRAIRIE		44,500			4,314	10	3
L'ASSOMPTION		50,500			345	1	
MISSISQUOI		13,600			426	3	
QUEBEC		188,900			1,691	1	1
ROUVILLE		17,200			559	3	
ST-JEAN		24,700			359	1	
ST-MAURICE		45,100			292	1	
SHEFFORD		30,800			309	1	
SHERBROOKE		50,400			866	2	1
STANSTEAD		15,800			438	3	
TERREBONNE		93,600			2,685	3	2
VAUDREUIL		23,500			3,427	15	2
VERCHERES		24,900			439	2	
OTTAWA-CARLETON		250,000			2,107	1	1
STOR. , DUN. & GLEN.		39,500			1,115	3	1
TORONTO		811,900			330		
REMAINDER OF CIRCULATION					3,845		2
MONTREAL LE DEVOIR (F)	3/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		1,515,400			17,294	1	65
TOTAL ZONES		1,515,400			17,294	1	65
CENSUS METROPOLITAN AREA		1,227,400			15,873	1	59
TOTAL PAID CIRCULATION					26,778		
COUNTY CIRCULATION							
CHAMBLY		129,500			1,228	1	5
CHICOUTIMI		60,600			449	1	2
HULL		58,300			797	1	3
* ILE-DE-MONTREAL		741,000			12,867	2	48
ILE-JESUS		121,200			653	1	2
LAPRAIRIE		44,500			266	1	1
LEVIS		40,800			288	1	1
QUEBEC		188,900			2,833	1	11
SHERBROOKE		50,400			400	1	1
TERREBONNE		93,600			464		2
OTTAWA-CARLETON		250,000			1,653	1	6
REMAINDER OF CIRCULATION					4,880		18

*Denotes Home County

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
MONTREAL LE DEVOIR (F)	3/91			SATURDAY			
NEWSPAPER DESIGNATED MARKET		1,515,400			18,723	1	63
TOTAL ZONES		1,515,400			18,723	1	63
CENSUS METROPOLITAN AREA		1,227,400			16,912	1	57
TOTAL PAID CIRCULATION					29,912		
COUNTY CIRCULATION							
CHAMBLY		129,500			1,396	1	5
CHICOUTIMI		60,600			422	1	1
HULL		58,300			905	2	3
* ILE-DE-MONTREAL		741,000			13,103	2	44
ILE-JESUS		121,200			768	1	3
LAPRAIRIE		44,500			352	1	1
LEVIS		40,800			320	1	1
QUEBEC		188,900			2,925	2	10
ST-MAURICE		45,100			331	1	1
SHERBROOKE		50,400			474	1	2
TERREBONNE		93,600			797	1	3
OTTAWA-CARLETON		250,000			1,546	1	5
REMAINDER OF CIRCULATION					6,573		22
LE JOURNAL DE MONTREAL (F)	3/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		1,515,400			257,258	17	86
TOTAL ZONES		1,515,400			257,258	17	86
CENSUS METROPOLITAN AREA		1,227,400			173,053	14	58
TOTAL PAID CIRCULATION					299,474		
COUNTY CIRCULATION							
ABITIBI		35,700			2,914	8	1
ARGENTEUIL		13,500			1,828	14	1
ARTHABASKA		22,700			1,893	8	1
BAGOT		10,600			1,113	11	
BEAUHARNOIS		21,900			4,908	22	2
BERTHIER		13,500			2,078	15	1
BROME		6,900			383	6	
CHAMBLY		129,500			22,155	17	7
CHAMPLAIN		47,500			3,046	6	1
CHATEAUGUAY		23,500			3,508	15	1
DEUX-MONTAGNES		33,600			5,758	17	2
DRUMMOND		28,700			3,923	14	1
GATINEAU		21,700			649	3	
HULL		58,300			4,654	8	2
HUNTINGDON		6,900			452	7	
IBERVILLE		9,600			1,449	15	
* ILE-DE-MONTREAL		741,000			121,348	16	41
ILE-JESUS		121,200			21,217	18	7
ILES-DE-LA-MADELEINE		4,900			263	5	
JOLIETTE		26,500			4,734	18	2
LABELLE		13,400			1,668	12	1
LAPRAIRIE		44,500			7,125	16	2
L'ASSOMPTION		50,500			11,707	23	4
MASKINONGE		8,000			555	7	
MEGANTIC		19,000			268	1	
MISSISQUOI		13,600			1,402	10	

*Denotes Home County

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
MONTCALM		13,400			1,993	15	1
NAPIERVILLE		5,500			1,122	20	
NICOLET		12,000			778	6	
NOUVEAU-QUEBEC		9,800			814	8	
PAPINEAU		16,900			1,204	7	
RICHELIEU		20,200			4,985	25	2
RICHMOND		14,000			637	5	
ROUVILLE		17,200			2,554	15	1
ST-HYACINTHE		23,300			3,928	17	1
ST-JEAN		24,700			4,776	19	2
ST-MAURICE		45,100			3,650	8	1
SHEFFORD		30,800			2,652	9	1
SHERBROOKE		50,400			2,359	5	1
SOULANGES		6,400			1,258	20	
STANSTEAD		15,800			629	4	
TEMISCAMINGUE		20,600			1,593	8	1
TERREBONNE		93,600			18,369	20	6
VAUDREUIL		23,500			3,341	14	1
VERCHERES		24,900			5,250	21	2
YAMASKA		5,000			362	7	
OTTAWA-CARLETON		250,000			2,414	1	1
PRESCOTT & RUSSELL		22,100			746	3	
STOR. , DUN. & GLEN.		39,500			351	1	
REMAINDER OF CIRCULATION					572		
LE JOURNAL DE MONTREAL (F)	3/91			SATURDAY			
NEWSPAPER DESIGNATED MARKET		1,515,400			292,996	19	85
TOTAL ZONES		1,515,400			292,996	19	85
CENSUS METROPOLITAN AREA		1,227,400			186,151	15	54
TOTAL PAID CIRCULATION					346,697		
COUNTY CIRCULATION							
ABITIBI		35,700			3,641	10	1
ARGENTEUIL		13,500			2,461	18	1
ARTHABASKA		22,700			2,397	11	1
BAGOT		10,600			1,508	14	
BEAUHARNOIS		21,900			5,671	26	2
BERTHIER		13,500			3,083	23	1
BROME		6,900			649	9	
CHAMBLY		129,500			26,785	21	8
CHAMPLAIN		47,500			4,235	9	1
CHATEAUGUAY		23,500			4,640	20	1
DEUX-MONTAGNES		33,600			8,011	24	2
DRUMMOND		28,700			4,722	16	1
GATINEAU		21,700			1,027	5	
HULL		58,300			5,142	9	1
HUNTINGDON		6,900			633	9	
IBERVILLE		9,600			1,833	19	1
* ILE-DE-MONTREAL		741,000			120,361	16	35
ILE-JESUS		121,200			25,571	21	7
ILES-DE-LA-MADELEINE		4,900			289	6	
JOLIETTE		26,500			6,255	24	2
LABELLE		13,400			2,647	20	1
LAPRAIRIE		44,500			9,525	21	3
L'ASSOMPTION		50,500			15,837	31	5

*Denotes Home County

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
MASKINONGE		8,000			946	12	
MEGANTIC		19,000			339	2	
MISSISQUOI		13,600			1,764	13	1
MONTCALM		13,400			3,503	26	1
NAPIERVILLE		5,500			1,435	26	
NICOLET		12,000			1,156	10	
NOUVEAU-QUEBEC		9,800			788	8	
PAPINEAU		16,900			1,664	10	
RICHELIEU		20,200			5,766	29	2
RICHMOND		14,000			795	6	
ROUVILLE		17,200			3,289	19	1
ST-HYACINTHE		23,300			4,718	20	1
ST-JEAN		24,700			5,607	23	2
ST-MAURICE		45,100			4,599	10	1
SHEFFORD		30,800			3,156	10	1
SHERBROOKE		50,400			2,631	5	1
SOULANGES		6,400			1,609	25	
STANSTEAD		15,800			922	6	
TEMISCAMINGUE		20,600			2,002	10	1
TERREBONNE		93,600			25,349	27	7
VAUDREUIL		23,500			4,251	18	1
VERCHERES		24,900			6,834	27	2
YAMASKA		5,000			622	12	
OTTAWA-CARLETON		250,000			1,774	1	1
PRESCOTT & RUSSELL		22,100			998	5	
STOR. , DUN. & GLEN.		39,500			332	1	
REMAINDER OF CIRCULATION					653		
LE JOURNAL DE MONTREAL (F)	3/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		1,515,400			261,771	17	82
TOTAL ZONES		1,515,400			261,771	17	82
CENSUS METROPOLITAN AREA		1,227,400			161,710	13	50
TOTAL PAID CIRCULATION					320,339		
COUNTY CIRCULATION							
ABITIBI		35,700			3,180	9	1
ARGENTEUIL		13,500			2,287	17	1
ARTHABASKA		22,700			2,784	12	1
BAGOT		10,600			1,618	15	1
BEAUHARNOIS		21,900			5,292	24	2
BERTHIER		13,500			2,724	20	1
BROME		6,900			720	10	
CHAMBLY		129,500			23,329	18	7
CHAMPLAIN		47,500			5,813	12	2
CHATEAUGUAY		23,500			4,218	18	1
COMPTON		7,400			314	4	
DEUX-MONTAGNES		33,600			7,362	22	2
DRUMMOND		28,700			4,732	16	1
GATINEAU		21,700			980	5	
HULL		58,300			6,513	11	2
HUNTINGDON		6,900			671	10	
IBERVILLE		9,600			1,771	18	1
* ILE-DE-MONTREAL		741,000			102,794	14	32
ILE-JESUS		121,200			22,995	19	7
ILES-DE-LA-MADELEINE		4,900			260	5	

*Denotes Home County

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
JOLIETTE		26,500			5,567	21	2
LABELLE		13,400			2,180	16	1
LAPRAIRIE		44,500			8,692	20	3
L'ASSOMPTION		50,500			14,573	29	5
MASKINONGE		8,000			948	12	
MEGANTIC		19,000			404	2	
MISSISQUOI		13,600			1,898	14	1
MONTCALM		13,400			3,096	23	1
NAPIERVILLE		5,500			1,380	25	
NICOLET		12,000			1,393	12	
NOUVEAU-QUEBEC		9,800			372	4	
PAPINEAU		16,900			1,818	11	1
RICHELIEU		20,200			5,583	28	2
RICHMOND		14,000			1,305	9	
ROUVILLE		17,200			3,180	18	1
ST-HYACINTHE		23,300			4,702	20	1
ST-JEAN		24,700			5,040	20	2
ST-MAURICE		45,100			5,881	13	2
SHEFFORD		30,800			3,885	13	1
SHERBROOKE		50,400			4,066	8	1
SOULANGES		6,400			1,541	24	
STANSTEAD		15,800			1,237	8	
TEMISCAMINGUE		20,600			1,714	8	1
TERREBONNE		93,600			23,045	25	7
VAUDREUIL		23,500			4,055	17	1
VERCHERES		24,900			6,336	25	2
YAMASKA		5,000			505	10	
OTTAWA-CARLETON		250,000			1,908	1	1
PRESCOTT & RUSSELL		22,100			939	4	
STOR. , DUN. & GLEN.		39,500			359	1	
REMAINDER OF CIRCULATION					388		
MONTREAL LA PRESSE (F)	3/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		1,338,100			161,530	12	82
RETAIL TRADING ZONE		150,400			11,858	8	6
TOTAL ZONES		1,488,500			173,388	12	88
CENSUS METROPOLITAN AREA		1,227,400			133,719	11	68
TOTAL PAID CIRCULATION					197,913		
COUNTY CIRCULATION							
ABITIBI		35,700			803	2	
ARGENTEUIL		13,500			658	5	
ARTHABASKA		22,700			1,153	5	1
BAGOT		10,600			262	2	
BEAUHARNOIS		21,900			2,154	10	1
BERTHIER		13,500			508	4	
CHAMBLY		129,500			20,416	16	10
CHAMPLAIN		47,500			1,007	2	1
CHATEAUGUAY		23,500			2,028	9	1
CHICOUTIMI		60,600			1,330	2	1
DEUX-MONTAGNES		33,600			2,522	8	1
DRUMMOND		28,700			1,094	4	1
GATINEAU		21,700			871	4	
HULL		58,300			1,026	2	1
IBERVILLE		9,600			483	5	

*Denotes Home County

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
* ILE-DE-MONTREAL		741,000			88,240	12	45
ILE-JESUS		121,200			16,327	13	8
JOLIETTE		26,500			1,892	7	1
LABELLE		13,400			520	4	
LAC-ST-JEAN-EST		16,000			251	2	
LAC-ST-JEAN-OUEST		20,400			288	1	
LAPRAIRIE		44,500			6,567	15	3
L'ASSOMPTION		50,500			5,771	11	3
LEVIS		40,800			251	1	
MEGANTIC		19,000			281	1	
MISSISQUOI		13,600			608	4	
MONTCALM		13,400			545	4	
NAPIERVILLE		5,500			279	5	
QUEBEC		188,900			2,318	1	1
RICHELIEU		20,200			2,333	12	1
RIMOUSKI		25,800			465	2	
ROUVILLE		17,200			1,855	11	1
SAGUENAY		32,500			491	2	
ST-HYACINTHE		23,300			1,941	8	1
ST-JEAN		24,700			2,585	10	1
ST-MAURICE		45,100			2,099	5	1
SHEFFORD		30,800			1,022	3	1
SHERBROOKE		50,400			1,615	3	1
SOULANGES		6,400			475	7	
STANSTEAD		15,800			276	2	
TEMISCAMINGUE		20,600			676	3	
TERREBONNE		93,600			9,631	10	5
VAUDREUIL		23,500			2,136	9	1
VERCHERES		24,900			3,813	15	2
OTTAWA-CARLETON		250,000			1,988	1	1
TORONTO		811,900			395		
REMAINDER OF CIRCULATION					2,750		1
MONTREAL LA PRESSE (F)	3/91			SATURDAY			
NEWSPAPER DESIGNATED MARKET		1,338,100			246,732	18	
RETAIL TRADING ZONE		150,400			23,975	16	
TOTAL ZONES		1,488,500			270,707	18	
CENSUS METROPOLITAN AREA		1,227,400			240,620	20	
TOTAL PAID CIRCULATION					317,043		
COUNTY CIRCULATION							
WESTMORLAND		41,000			306	1	
ABITIBI		35,700			1,543	4	
ARGENTEUIL		13,500			1,540	11	
ARTHABASKA		22,700			1,771	8	1
BAGOT		10,600			620	6	
BEAUCE		27,300			290	1	
BEAUHARNOIS		21,900			2,965	14	1
BERTHIER		13,500			1,317	10	
BROME		6,900			1,388	20	
CHAMBLY		129,500			31,442	24	10
CHAMPLAIN		47,500			2,079	4	1
CHATEAUGUAY		23,500			3,136	13	1
CHICOUTIMI		60,600			2,163	4	1
DEUX-MONTAGNES		33,600			4,639	14	1

*Denotes Home County

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
DRUMMOND		28,700			1,942	7	1
GATINEAU		21,700			1,609	7	1
HULL		58,300			1,774	3	1
HUNTINGDON		6,900			303	4	
IBERVILLE		9,600			810	8	
* ILE-DE-MONTREAL		741,000			129,263	17	41
ILE-JESUS		121,200			25,296	21	8
JOLIETTE		26,500			3,587	14	1
LABELLE		13,400			1,192	9	
LAC-ST-JEAN-EST		16,000			402	3	
LAC-ST-JEAN-OUEST		20,400			414	2	
LAPRAIRIE		44,500			10,397	23	3
L'ASSOMPTION		50,500			9,576	19	3
LEVIS		40,800			430	1	
MASKINONGE		8,000			266	3	
MEGANTIC		19,000			506	3	
MISSISQUOI		13,600			1,232	9	
MONTCALM		13,400			1,955	15	1
NAPIERVILLE		5,500			503	9	
NICOLET		12,000			469	4	
PAPINEAU		16,900			597	4	
QUEBEC		188,900			3,935	2	1
RICHELIEU		20,200			3,238	16	1
RICHMOND		14,000			370	3	
RIMOUSKI		25,800			797	3	
ROUVILLE		17,200			3,106	18	1
SAGUENAY		32,500			828	3	
ST-HYACINTHE		23,300			3,182	14	1
ST-JEAN		24,700			4,055	16	1
ST-MAURICE		45,100			3,902	9	1
SHEFFORD		30,800			2,040	7	1
SHERBROOKE		50,400			3,275	6	1
SOULANGES		6,400			745	12	
STANSTEAD		15,800			1,188	8	
TEMISCAMINGUE		20,600			1,124	5	
TERREBONNE		93,600			19,807	21	6
VAUDREUIL		23,500			3,557	15	1
VERCHERES		24,900			6,373	26	2
YAMASKA		5,000			253	5	
OTTAWA-CARLETON		250,000			1,856	1	1
TORONTO		811,900			557		
REMAINDER OF CIRCULATION					3,302		1
MONTREAL LA PRESSE (F)	3/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		1,338,100			151,299	11	80
RETAIL TRADING ZONE		150,400			13,023	9	7
TOTAL ZONES		1,488,500			164,322	11	87
CENSUS METROPOLITAN AREA		1,227,400			122,164	10	65
TOTAL PAID CIRCULATION					189,129		
COUNTY CIRCULATION							
ABITIBI		35,700			667	2	
ARGENTEUIL		13,500			782	6	
ARTHABASKA		22,700			1,209	5	1
BAGOT		10,600			295	3	

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PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
BEAUHARNOIS		21,900			2,108	10	1
BERTHIER		13,500			582	4	
BROME		6,900			508	7	
CHAMBLY		129,500			20,985	16	11
CHAMPLAIN		47,500			1,634	3	1
CHATEAUGUAY		23,500			2,077	9	1
CHICOUTIMI		60,600			961	2	1
DEUX-MONTAGNES		33,600			2,732	8	1
DRUMMOND		28,700			1,164	4	1
GATINEAU		21,700			1,272	6	1
HULL		58,300			999	2	1
IBERVILLE		9,600			424	4	
• ILE-DE-MONTREAL		741,000			75,649	10	40
ILE-JESUS		121,200			16,332	13	9
JOLIETTE		26,500			1,989	8	1
LABELLE		13,400			588	4	
LAPRAIRIE		44,500			6,896	15	4
L'ASSOMPTION		50,500			6,447	13	3
LEVIS		40,800			260	1	
MEGANTIC		19,000			276	1	
MISSISQUOI		13,600			626	5	
MONTCALM		13,400			685	5	
NAPIERVILLE		5,500			262	5	
PAPINEAU		16,900			262	2	
QUEBEC		188,900			2,038	1	1
RICHELIEU		20,200			2,367	12	1
RIMOUSKI		25,800			355	1	
ROUVILLE		17,200			2,014	12	1
SAGUENAY		32,500			365	1	
ST-HYACINTHE		23,300			1,979	8	1
ST-JEAN		24,700			2,437	10	1
ST-MAURICE		45,100			2,851	6	2
SHEFFORD		30,800			1,171	4	1
SHERBROOKE		50,400			2,220	4	1
SOULANGES		6,400			421	7	
STANSTEAD		15,800			494	3	
TEMISCAMINGUE		20,600			402	2	
TERREBONNE		93,600			10,462	11	6
VAUDREUIL		23,500			2,230	9	1
VERCHERES		24,900			4,298	17	2
OTTAWA-CARLETON		250,000			1,076		1
TORONTO		811,900			261		
REMAINDER OF CIRCULATION					2,619		1
QUEBEC			D17				
LE JOURNAL DE QUEBEC (F)	3/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		242,100			60,539	25	58
RETAIL TRADING ZONE		46,600			9,511	20	9
TOTAL ZONES		288,700			70,050	24	67
CENSUS METROPOLITAN AREA		242,100			60,539	25	58
TOTAL PAID CIRCULATION					103,874		
COUNTY CIRCULATION							
MADAWASKA		12,500			409	3	

*Denotes Home County

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
BEAUCE		27,300			4,291	16	4
BELLECHASSE		7,700			1,202	16	1
BONAVENTURE		13,700			973	7	1
CHARLEVOIX-EST		5,700			933	16	1
CHARLEVOIX-OUEST		4,700			737	16	1
CHICOUTIMI		60,600			5,753	9	6
DORCHESTER		11,000			1,698	15	2
FRONTENAC		9,400			678	7	1
GASPE-EST		12,900			753	6	1
KAMOURASKA		9,500			972	10	1
LAC-ST-JEAN-EST		16,000			2,019	13	2
LAC-ST-JEAN-OUEST		20,400			2,548	12	2
LEVIS		40,800			9,395	23	9
L'ISLET		7,200			648	9	1
LOTBINIERE		10,500			1,198	11	1
MATANE		10,400			844	8	1
MATAPEDIA		7,800			501	6	
MEGANTIC		19,000			2,055	11	2
MONTMAGNY		8,600			1,487	17	1
MONTMORENCY NO. 1		8,500			1,863	22	2
MONTMORENCY NO. 2		2,400			209	9	
PORTNEUF		23,600			4,205	18	4
* QUEBEC		188,900			49,810	26	48
RIMOUSKI		25,800			2,411	9	2
RIVIERE-DU-LOUP		14,300			1,734	12	2
SAGUENAY		32,500			3,541	11	3
TEMISCOUATA		6,400			404	6	
REMAINDER OF CIRCULATION					603		1
LE JOURNAL DE QUEBEC (F)	3/91			SATURDAY			
NEWSPAPER DESIGNATED MARKET		242,100			62,949	26	58
RETAIL TRADING ZONE		46,600			11,182	24	10
TOTAL ZONES		288,700			74,131	26	68
CENSUS METROPOLITAN AREA		242,100			62,949	26	58
TOTAL PAID CIRCULATION					109,353		
COUNTY CIRCULATION							
MADAWASKA		12,500			442	4	
BEAUCE		27,300			4,769	17	4
BELLECHASSE		7,700			1,479	19	1
BONAVENTURE		13,700			1,061	8	1
CHARLEVOIX-EST		5,700			1,026	18	1
CHARLEVOIX-OUEST		4,700			819	17	1
CHICOUTIMI		60,600			4,974	8	5
DORCHESTER		11,000			2,048	19	2
FRONTENAC		9,400			829	9	1
GASPE-EST		12,900			857	7	1
KAMOURASKA		9,500			1,150	12	1
LAC-ST-JEAN-EST		16,000			1,800	11	2
LAC-ST-JEAN-OUEST		20,400			2,276	11	2
LEVIS		40,800			10,520	26	10
L'ISLET		7,200			864	12	1
LOTBINIERE		10,500			1,695	16	2
MATANE		10,400			927	9	1
MATAPEDIA		7,800			609	8	1

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DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
MEGANTIC		19,000			2,236	12	2
MONTMAGNY		8,600			1,758	20	2
MONTMORENCY NO. 1		8,500			2,231	26	2
MONTMORENCY NO. 2		2,400			271	11	
PORTNEUF		23,600			4,754	20	4
* QUEBEC		188,900			50,732	27	46
RIMOUSKI		25,800			2,495	10	2
RIVIERE-DU-LOUP		14,300			1,968	14	2
SAGUENAY		32,500			3,560	11	3
TEMISCOUATA		6,400			485	8	
REMAINDER OF CIRCULATION					718		1
LE JOURNAL DE QUEBEC (F)	3/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		242,100			55,505	23	57
QUEBEC							
QUEBEC			D17				
LE JOURNAL DE QUEBEC (F)	3/91			SUNDAY			
RETAIL TRADING ZONE		46,600			9,616	21	10
TOTAL ZONES		288,700			65,121	23	67
CENSUS METROPOLITAN AREA		242,100			55,505	23	57
TOTAL PAID CIRCULATION					96,660		
COUNTY CIRCULATION							
MADAWASKA		12,500			421	3	
BEAUCE		27,300			4,593	17	5
BELLECHASSE		7,700			1,224	16	1
BONAVENTURE		13,700			866	6	1
CHARLEVOIX-EST		5,700			910	16	1
CHARLEVOIX-OUEST		4,700			757	16	1
CHICOUTIMI		60,600			4,277	7	4
DORCHESTER		11,000			1,749	16	2
FRONTENAC		9,400			1,016	11	1
GASPE-EST		12,900			782	6	1
KAMOURASKA		9,500			1,026	11	1
LAC-ST-JEAN-EST		16,000			1,603	10	2
LAC-ST-JEAN-OUEST		20,400			1,955	10	2
LEVIS		40,800			9,536	23	10
L'ISLET		7,200			699	10	1
LOTBINIERE		10,500			1,228	12	1
MATANE		10,400			743	7	1
MATAPEDIA		7,800			440	6	
MEGANTIC		19,000			2,340	12	2
MONTMAGNY		8,600			1,549	18	2
MONTMORENCY NO. 1		8,500			1,932	23	2
MONTMORENCY NO. 2		2,400			204	9	
PORTNEUF		23,600			4,311	18	4
* QUEBEC		188,900			44,471	24	46
RIMOUSKI		25,800			2,205	9	2
RIVIERE-DU-LOUP		14,300			1,747	12	2
SAGUENAY		32,500			3,252	10	3
TEMISCOUATA		6,400			397	6	

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PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
REMAINDER OF CIRCULATION					427		
QUEBEC LE SOLEIL (F)	3/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		226,500			66,559	29	63
RETAIL TRADING ZONE		59,200			13,011	22	12
TOTAL ZONES		285,700			79,570	28	75
CENSUS METROPOLITAN AREA		242,100			33,553	14	32
TOTAL PAID CIRCULATION					106,409		
COUNTY CIRCULATION							
MADAWASKA		12,500			360	3	
BEAUCE		27,300			2,797	10	3
BELLECHASSE		7,700			1,570	20	1
BONAVENTURE		13,700			1,109	8	1
CHARLEVOIX-EST		5,700			953	17	1
CHARLEVOIX-OUEST		4,700			769	16	1
CHICOUTIMI		60,600			542	1	1
DORCHESTER		11,000			1,847	17	2
GASPE-EST		12,900			933	7	1
GASPE-OUEST		5,500			746	14	1
ILE-DE-MONTREAL		741,000			1,011		1
KAMOURASKA		9,500			1,128	12	1
LEVIS		40,800			9,503	23	9
L'ISLET		7,200			1,256	17	1
LOTBINIERE		10,500			2,278	22	2
MATANE		10,400			1,103	11	1
MATAPEDIA		7,800			561	7	1
MEGANTIC		19,000			1,834	10	2
MONTMAGNY		8,600			1,440	17	1
MONTMORENCY NO. 1		8,500			2,174	26	2
MONTMORENCY NO. 2		2,400			757	32	1
PORTNEUF		23,600			4,909	21	5
* QUEBEC		188,900			56,699	30	53
RIMOUSKI		25,800			2,464	10	2
RIVIERE-DU-LOUP		14,300			1,805	13	2
SAGUENAY		32,500			2,862	9	3
TEMISCOUATA		6,400			593	9	1
REMAINDER OF CIRCULATION					2,406		2
QUEBEC LE SOLEIL (F)	3/91			SATURDAY			
NEWSPAPER DESIGNATED MARKET		226,500			93,651	41	65
RETAIL TRADING ZONE		59,200			17,215	29	12
TOTAL ZONES		285,700			110,866	39	77
CENSUS METROPOLITAN AREA		242,100			47,808	20	33
TOTAL PAID CIRCULATION					143,394		
COUNTY CIRCULATION							
MADAWASKA		12,500			461	4	
BEAUCE		27,300			3,508	13	2
BELLECHASSE		7,700			1,842	24	1
BONAVENTURE		13,700			1,219	9	1
CHARLEVOIX-EST		5,700			1,030	18	1
CHARLEVOIX-OUEST		4,700			861	18	1
CHICOUTIMI		60,600			779	1	1
DORCHESTER		11,000			2,189	20	2

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PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
GASPE-EST		12,900			1,027	8	1
GASPE-OUEST		5,500			820	15	1
ILE-DE-MONTREAL		741,000			1,013		1
KAMOURASKA		9,500			1,431	15	1
LAC-ST-JEAN-OUEST		20,400			363	2	
LEVIS		40,800			14,257	35	10
L'ISLET		7,200			1,431	20	1
LOTBINIERE		10,500			2,696	26	2
MATANE		10,400			1,262	12	1
MATAPEDIA		7,800			665	9	
MEGANTIC		19,000			2,216	12	2
MONTMAGNY		8,600			1,691	20	1
MONTMORENCY NO. 1		8,500			2,968	35	2
MONTMORENCY NO. 2		2,400			1,020	43	1
PORTNEUF		23,600			6,673	28	5
* QUEBEC		188,900			79,423	42	55
RIMOUSKI		25,800			3,072	12	2
RIVIERE-DU-LOUP		14,300			2,089	15	1
SAGUENAY		32,500			3,469	11	2
ST-MAURICE		45,100			451	1	
TEMISCOUATA		6,400			690	11	
REMAINDER OF CIRCULATION					2,778		2
QUEBEC LE SOLEIL (F)	3/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		226,500			57,415	25	62
RETAIL TRADING ZONE		59,200			11,312	19	12
TOTAL ZONES		285,700			68,727	24	75
CENSUS METROPOLITAN AREA		242,100			29,820	12	32
TOTAL PAID CIRCULATION					91,963		
COUNTY CIRCULATION							
MADAWASKA		12,500			373	3	
BEAUCE		27,300			2,440	9	3
BELLECHASSE		7,700			1,287	17	1
BONAVENTURE		13,700			988	7	1
CHARLEVOIX-EST		5,700			844	15	1
CHARLEVOIX-OUEST		4,700			696	15	1
CHICOUTIMI		60,600			427	1	
DORCHESTER		11,000			1,426	13	2
GASPE-EST		12,900			793	6	1
GASPE-OUEST		5,500			645	12	1
ILE-DE-MONTREAL		741,000			622		1
KAMOURASKA		9,500			1,056	11	1
LEVIS		40,800			8,494	21	9
L'ISLET		7,200			1,130	16	1
LOTBINIERE		10,500			1,908	18	2
MATANE		10,400			974	9	1
MATAPEDIA		7,800			480	6	1
MEGANTIC		19,000			1,530	8	2
MONTMAGNY		8,600			1,262	15	1
MONTMORENCY NO. 1		8,500			2,000	24	2
MONTMORENCY NO. 2		2,400			625	26	1
PORTNEUF		23,600			4,365	18	5
* QUEBEC		188,900			48,716	26	53
RIMOUSKI		25,800			2,236	9	2

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PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
RIVIERE-DU-LOUP		14,300			1,573	11	2
SAGUENAY		32,500			2,693	8	3
ST-MAURICE		45,100			255	1	
TEMISCOUATA		6,400			530	8	1
REMAINDER OF CIRCULATION					1,595		2
SHERBROOKE			R15				
SHERBROOKE RECORD	3/91			MORN (M-F)			
CITY ZONE		45,000			1,725	4	29
RETAIL TRADING ZONE		68,600			2,901	4	48
TOTAL ZONES		113,600			4,626	4	77
CENSUS METROPOLITAN AREA		53,800			1,725	3	29
TOTAL PAID CIRCULATION					5,990		
COUNTY CIRCULATION							
BROME		6,900			962	14	16
COMPTON		7,400			532	7	9
MISSISQUOI		13,600			441	3	7
RICHMOND		14,000			540	4	9
* SHERBROOKE		50,400			1,725	3	29
STANSTEAD		15,800			1,092	7	18
REMAINDER OF CIRCULATION					698		12
SHERBROOKE LA TRIBUNE (F)	3/91			MORN (M-F)			
CITY ZONE		45,000			19,945	44	53
RETAIL TRADING ZONE		68,600			13,780	20	37
TOTAL ZONES		113,600			33,725	30	90
CENSUS METROPOLITAN AREA		53,800			19,945	37	53
TOTAL PAID CIRCULATION					37,450		
COUNTY CIRCULATION							
ARTHABASKA		22,700			948	4	3
COMPTON		7,400			2,090	28	6
DRUMMOND		28,700			1,858	6	5
FRONTENAC		9,400			1,009	11	3
MEGANTIC		19,000			576	3	2
RICHMOND		14,000			4,555	33	12
SHEFFORD		30,800			505	2	1
* SHERBROOKE		50,400			19,945	40	53
STANSTEAD		15,800			3,988	25	11
WOLFE		5,200			1,451	28	4
REMAINDER OF CIRCULATION					525		1
SHERBROOKE LA TRIBUNE (F)	3/91			SUNDAY			
CITY ZONE		45,000			24,968	55	56
RETAIL TRADING ZONE		68,600			15,845	23	36
TOTAL ZONES		113,600			40,813	36	91
CENSUS METROPOLITAN AREA		53,800			24,968	46	56
TOTAL PAID CIRCULATION					44,630		
COUNTY CIRCULATION							
ARTHABASKA		22,700			859	4	2
COMPTON		7,400			2,397	32	5

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PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
DRUMMOND		28,700			1,890	7	4
FRONTENAC		9,400			1,108	12	2
MEGANTIC		19,000			588	3	1
RICHMOND		14,000			5,230	37	12
SHEFFORD		30,800			600	2	1
* SHERBROOKE		50,400			24,968	50	56
STANSTEAD		15,800			4,838	31	11
WOLFE		5,200			1,544	30	3
REMAINDER OF CIRCULATION					608		1
TROIS RIVIERES			**M13**				
TROIS RIVIERES LE NOUVELLISTE (F)	3/91			MORN (M-S)			
NEWSPAPER DESIGNATED MARKET		83,800			41,744	50	77
TOTAL ZONES		83,800			41,744	50	77
CENSUS METROPOLITAN AREA		53,500			24,207	45	45
TOTAL PAID CIRCULATION					54,141		
COUNTY CIRCULATION							
ARTHABASKA		22,700			422	2	1
CHAMPLAIN		47,500			22,970	48	42
MASKINONGE		8,000			2,285	29	4
NICOLET		12,000			4,649	39	9
PORTNEUF		23,600			261	1	
* ST-MAURICE		45,100			22,336	50	41
YAMASKA		5,000			428	9	1
REMAINDER OF CIRCULATION					790		1
ONTARIO							
BARRIE			**M19**				
BARRIE EXAMINER	3/91			EVE (M-S)			
CITY ZONE		21,700			10,123	47	69
RETAIL TRADING ZONE		20,900			4,365	21	30
TOTAL ZONES		42,600			14,488	34	99
TOTAL PAID CIRCULATION					14,620		
COUNTY CIRCULATION							
* SIMCOE		103,700			14,488	14	99
REMAINDER OF CIRCULATION					132		1
BELLEVILLE			**O25**				
BELLEVILLE INTELLIGENCER	3/91			EVE (M-S)			
CITY ZONE		16,000			11,148	70	59
RETAIL TRADING ZONE		33,000			7,380	22	39
TOTAL ZONES		49,000			18,528	38	98
TOTAL PAID CIRCULATION					18,816		
COUNTY CIRCULATION							
* HASTINGS		44,000			17,432	40	93
PRINCE EDWARD		9,100			1,158	13	6
REMAINDER OF CIRCULATION					226		1

*Denotes Home County

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
BRANTFORD			R16				
BRANTFORD EXPOSITOR	12/91			EVE (M-S)			
CITY ZONE		31,000			20,544	66	67
RETAIL TRADING ZONE		40,400			9,661	24	32
TOTAL ZONES		71,400			30,205	42	99
TOTAL PAID CIRCULATION					30,617		
COUNTY CIRCULATION							
* BRANT		41,900			27,186	65	89
HALDIMAND-NORFOLK		35,700			2,705	8	9
OXFORD		33,800			470	1	2
REMAINDER OF CIRCULATION					256		1
BROCKVILLE			N29				
BROCKVILLE RECORDER AND TIMES	3/91			EVE (M-S)			
CITY ZONE		9,200			7,454	81	45
RETAIL TRADING ZONE		22,100			8,552	39	51
TOTAL ZONES		31,300			16,006	51	96
TOTAL PAID CIRCULATION					16,690		
COUNTY CIRCULATION							
* LEEDS & GRENVILLE		32,700			16,037	49	96
STOR. , DUN. & GLEN.		39,500			326	1	2
REMAINDER OF CIRCULATION					327		2
CAMBRIDGE			K2				
CAMBRIDGE REPORTER	12/91			EVE (M-S)			
CITY ZONE		30,600			12,232	40	91
RETAIL TRADING ZONE		1,800			917	51	7
TOTAL ZONES		32,400			13,149	41	98
CENSUS METROPOLITAN AREA		129,600			13,125	10	98
TOTAL PAID CIRCULATION					13,393		
COUNTY CIRCULATION							
* WATERLOO		136,600			13,125	10	98
REMAINDER OF CIRCULATION					268		2
CHATHAM			T11				
CHATHAM DAILY NEWS	12/91			EVE (M-S)			
CITY ZONE		16,500			10,412	63	65
RETAIL TRADING ZONE		13,600			3,937	29	25
TOTAL ZONES		30,100			14,349	48	90
TOTAL PAID CIRCULATION					15,986		
COUNTY CIRCULATION							
* KENT		39,800			15,918	40	100
REMAINDER OF CIRCULATION					68		

*Denotes Home County

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
COBOURG			P23				
COBOURG DAILY STAR	6/91			EVE (M-F)			
CITY ZONE		5,600			3,726	67	65
RETAIL TRADING ZONE		6,700			1,846	28	32
TOTAL ZONES		12,300			5,572	45	97
TOTAL PAID CIRCULATION					5,753		
COUNTY CIRCULATION							
* NORTHUMBERLAND		28,000			5,670	20	99
REMAINDER OF CIRCULATION					83		1
CORNWALL			L32				
CORNWALL STANDARD-FREEHOLDER	9/91			EVE (M-S)			
CITY ZONE		17,300			12,955	75	72
RETAIL TRADING ZONE		6,200			3,549	57	20
TOTAL ZONES		23,500			16,504	70	92
TOTAL PAID CIRCULATION					18,027		
COUNTY CIRCULATION							
* STOR. , DUN. & GLEN.		39,500			17,771	45	99
REMAINDER OF CIRCULATION					256		1
GUELPH			Q17				
GUELPH DAILY MERCURY	12/91			EVE (M-S)			
CITY ZONE		33,500			15,218	45	83
RETAIL TRADING ZONE		10,000			2,580	26	14
TOTAL ZONES		43,500			17,798	41	97
TOTAL PAID CIRCULATION					18,359		
COUNTY CIRCULATION							
* WELLINGTON		56,000			18,118	32	99
REMAINDER OF CIRCULATION					241		1
HAMILTON			N 5				
BURLINGTON SPECTATOR	12/91			EVE (M-S)			
NEWSPAPER DESIGNATED MARKET		220,700			20,528	9	93
TOTAL ZONES		220,700			20,528	9	93
TOTAL PAID CIRCULATION					22,146		
COUNTY CIRCULATION							
* HALTON		108,200			21,946	20	99
REMAINDER OF CIRCULATION					200		1
HAMILTON SPECTATOR	12/91			EVE (M-S)			
NEWSPAPER DESIGNATED MARKET		220,700			101,062	46	89
TOTAL ZONES		220,700			101,062	46	89
CENSUS METROPOLITAN AREA		220,700			97,006	44	86
TOTAL PAID CIRCULATION					113,116		

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DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
COUNTY CIRCULATION							
BRANT		41,900			1,013	2	1
HALDIMAND-NORFOLK		35,700			7,362	21	7
* HAMILTON-WENTWORTH		167,800			97,744	58	86
NIAGARA		147,700			6,441	4	6
REMAINDER OF CIRCULATION					556		
KENORA			C 4				
KENORA DAILY MINER AND NEWS	9/91			EVE (M-F)			
CITY ZONE		4,700			3,689	78	73
RETAIL TRADING ZONE		4,000			1,117	28	22
TOTAL ZONES		8,700			4,806	55	96
TOTAL PAID CIRCULATION					5,022		
COUNTY CIRCULATION							
* KENORA		21,100			4,806	23	96
REMAINDER OF CIRCULATION					216		4
KINGSTON			O27				
KINGSTON WHIG-STANDARD	12/91			EVE (M-S)			
CITY ZONE		27,000			15,870	59	46
BALANCE IN NEWSPAPER DESIGNATED MARKET		27,600			15,124	55	4
BALANCE IN RETAIL TRADING ZONE		10,600			2,488	23	7
TOTAL ZONES		65,200			33,482	51	97
TOTAL PAID CIRCULATION					34,550		
COUNTY CIRCULATION							
* FRONTENAC		46,900			25,922	55	75
HASTINGS		44,000			395	1	1
LEEDS & GRENVILLE		32,700			2,402	7	7
LENNOX & ADDINGTON		12,800			5,101	40	15
PRINCE EDWARD		9,100			463	5	1
REMAINDER OF CIRCULATION					267		1
KIRKLAND LAKE			F 7				
KIRKLAND LAKE NORTHERN DAILY NEWS	3/91			EVE (M-S)			
CITY ZONE		4,700			3,192	68	55
RETAIL TRADING ZONE		9,200			2,437	26	42
TOTAL ZONES		13,900			5,629	40	97
TOTAL PAID CIRCULATION					5,801		
COUNTY CIRCULATION							
* TIMISKAMING		14,900			5,629	38	97
REMAINDER OF CIRCULATION					172		3
KITCHENER-WATERLOO			K2				
KITCHENER-WATERLOO RECORD	12/91			EVE (M-S)			

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DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
CITY ZONE		90,500			49,041	54	65
RETAIL TRADING ZONE		45,800			16,561	36	22
TOTAL ZONES		136,300			65,602	48	88
CENSUS METROPOLITAN AREA		129,600			55,273	43	74
TOTAL PAID CIRCULATION					74,956		
COUNTY CIRCULATION							
BRUCE		23,200			1,180	5	2
GREY		29,900			698	2	1
HURON		21,100			771	4	1
OXFORD		33,800			1,086	3	1
PERTH		25,900			2,300	9	3
* WATERLOO		136,600			63,116	46	84
WELLINGTON		56,000			5,587	10	7
REMAINDER OF CIRCULATION					218		
KITCHENER-WATERLOO RECORD	12/91			SATURDAY			
CITY ZONE		90,500			57,387	63	65
RETAIL TRADING ZONE		45,800			18,714	41	21
TOTAL ZONES		136,300			76,101	56	87
CENSUS METROPOLITAN AREA		129,600			63,386	49	72
TOTAL PAID CIRCULATION					87,761		
COUNTY CIRCULATION							
BRUCE		23,200			1,287	6	1
GREY		29,900			845	3	1
HURON		21,100			927	4	1
OXFORD		33,800			1,204	4	1
PERTH		25,900			2,824	11	3
* WATERLOO		136,600			73,523	54	84
WELLINGTON		56,000			6,906	12	8
REMAINDER OF CIRCULATION					245		
LINDSAY			N22				
LINDSAY DAILY POST	3/91			EVE (M-F)			
CITY ZONE		7,100			4,991	70	53
RETAIL TRADING ZONE		18,900			3,524	19	37
TOTAL ZONES		26,000			8,515	33	90
TOTAL PAID CIRCULATION					9,497		
COUNTY CIRCULATION							
DURHAM		138,300			589		6
* VICTORIA		24,200			8,572	35	90
REMAINDER OF CIRCULATION					336		4
LONDON			R14				
LONDON FREE PRESS	9/91			MORN (M-S)			

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DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
CITY ZONE		120,200			61,766	51	53
BALANCE IN NEWSPAPER DESIGNATED MARKET		48,700			19,001	39	1
TOTAL ZONES		168,900			80,767	48	69
CENSUS METROPOLITAN AREA		146,800			71,919	49	61
TOTAL PAID CIRCULATION					117,560		
COUNTY CIRCULATION							
BRUCE		23,200			694	3	1
ELGIN		27,300			8,341	31	7
HALDIMAND-NORFOLK		35,700			524	1	
HURON		21,100			5,775	27	5
KENT		39,800			7,713	19	7
LAMBTON		47,500			10,908	23	9
* MIDDLESEX		141,600			72,426	51	62
OXFORD		33,800			8,761	26	7
PERTH		25,900			2,042	8	2
REMAINDER OF CIRCULATION					376		
LONDON FREE PRESS	9/91			SATURDAY			
CITY ZONE		120,200			68,088	57	52
BALANCE IN NEWSPAPER DESIGNATED MARKET		48,700			21,125	43	1
TOTAL ZONES		168,900			89,213	53	69
CENSUS METROPOLITAN AREA		146,800			79,350	54	61
TOTAL PAID CIRCULATION					129,707		
COUNTY CIRCULATION							
NIAGARA FALLS			P 9				
NIAGARA FALLS REVIEW	12/91			EVE (M-S)			
CITY ZONE		27,600			18,381	67	84
RETAIL TRADING ZONE		9,600			3,278	34	15
TOTAL ZONES		37,200			21,659	58	99
CENSUS METROPOLITAN AREA		137,200			18,777	14	86
TOTAL PAID CIRCULATION					21,955		
COUNTY CIRCULATION							
* NIAGARA		147,700			21,873	15	100
REMAINDER OF CIRCULATION					82		
NORTH BAY			F21				
NORTH BAY NUGGET	3/91			EVE (M-S)			
CITY ZONE		21,900			14,787	68	62
RETAIL TRADING ZONE		22,300			7,619	34	32
TOTAL ZONES		44,200			22,406	51	94
TOTAL PAID CIRCULATION					23,777		
COUNTY CIRCULATION							
TEMISCAMINGUE		20,600			561	3	2
* NIPISSING		31,000			18,964	61	80
PARRY SOUND		14,700			2,881	20	12

*Denotes Home County

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
TIMISKAMING		14,900			1,002	7	4
REMAINDER OF CIRCULATION					369		2
ORILLIA			M19				
ORILLIA PACKET & TIMES	6/91			EVE (M-S)			
CITY ZONE		10,300			7,279	71	66
RETAIL TRADING ZONE		8,200			33,022	403	300
TOTAL ZONES		18,500			40,301	218	366
TOTAL PAID CIRCULATION					11,007		
COUNTY CIRCULATION							
* SIMCOE		103,700			10,672	10	97
REMAINDER OF CIRCULATION					335		3
OSHAWA			K10				
OSHAWA TIMES	12/91			EVE (M-S)			
CITY ZONE		50,500			14,849	29	72
RETAIL TRADING ZONE		33,900			5,599	17	27
TOTAL ZONES		84,400			20,448	24	99
CENSUS METROPOLITAN AREA		83,500			12,584	15	61
TOTAL PAID CIRCULATION					20,742		
COUNTY CIRCULATION							
* DURHAM		138,300			20,677	15	100
REMAINDER OF CIRCULATION					65		
OTTAWA			S31				
OTTAWA CITIZEN	3/91			ALL DAY (M-F)			
NEWSPAPER DESIGNATED MARKET		335,600			143,327	43	80
TOTAL ZONES		335,600			143,327	43	80
CENSUS METROPOLITAN AREA		335,600			141,021	42	79
TOTAL PAID CIRCULATION					178,616		
COUNTY CIRCULATION							
GATINEAU		21,700			4,174	19	2
HULL		58,300			6,208	11	3
ILE-DE-MONTREAL		741,000			420		
PAPINEAU		16,900			784	5	
PONTIAC		7,500			1,448	19	1
FRONTENAC		46,900			438	1	
LANARK		19,600			8,204	42	5
LEEDS & GRENVILLE		32,700			3,681	11	2
* OTTAWA-CARLETON		250,000			131,112	52	73
PRESCOTT & RUSSELL		22,100			4,683	21	3
RENFREW		33,500			9,867	29	6
STOR. , DUN. & GLEN.		39,500			6,662	17	4
TORONTO		811,900			358		
REMAINDER OF CIRCULATION					577		
OTTAWA CITIZEN	3/91			SATURDAY			

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DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
NEWSPAPER DESIGNATED MARKET		335,600			185,484	55	79
TOTAL ZONES		335,600			185,484	55	79
CENSUS METROPOLITAN AREA		335,600			182,000	54	78
TOTAL PAID CIRCULATION					234,774		
COUNTY CIRCULATION							
GATINEAU		21,700			6,662	31	3
HULL		58,300			8,405	14	4
ILE-DE-MONTREAL		741,000			1,307		1
PAPINEAU		16,900			1,217	7	1
PONTIAC		7,500			2,192	29	1
FRONTENAC		46,900			682	1	
LANARK		19,600			10,878	56	5
LEEDS & GRENVILLE		32,700			5,460	17	2
* OTTAWA-CARLETON		250,000			167,843	67	71
PRESCOTT & RUSSELL		22,100			6,399	29	3
RENFREW		33,500			13,711	41	6
STOR. , DUN. & GLEN.		39,500			8,221	21	4
TORONTO		811,900			472		
REMAINDER OF CIRCULATION					1,325		1
OTTAWA CITIZEN	3/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		335,600			125,551	37	79
TOTAL ZONES		335,600			125,551	37	79
CENSUS METROPOLITAN AREA		335,600			123,260	37	77
TOTAL PAID CIRCULATION					159,279		
COUNTY CIRCULATION							
GATINEAU		21,700			4,201	19	3
HULL		58,300			4,797	8	3
ILE-DE-MONTREAL		741,000			323		
PAPINEAU		16,900			762	5	
PONTIAC		7,500			1,441	19	1
FRONTENAC		46,900			326	1	
LANARK		19,600			7,917	40	5
LEEDS & GRENVILLE		32,700			3,494	11	2
* OTTAWA-CARLETON		250,000			114,759	46	72
PRESCOTT & RUSSELL		22,100			4,589	21	3
RENFREW		33,500			9,551	29	6
STOR. , DUN. & GLEN.		39,500			6,454	16	4
REMAINDER OF CIRCULATION					665		
OTTAWA LE DROIT	3/91			ALL DAY (M-F)			
NEWSPAPER DESIGNATED MARKET		272,800			28,807	11	82
TOTAL ZONES		272,800			28,807	11	82
CENSUS METROPOLITAN AREA		335,600			25,521	8	73
TOTAL PAID CIRCULATION					34,927		
COUNTY CIRCULATION							
GATINEAU		21,700			3,834	18	11
HULL		58,300			16,743	29	48
PAPINEAU		16,900			3,675	22	11
PONTIAC		7,500			469	6	1
* OTTAWA-CARLETON		250,000			6,377	3	18

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PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
PRESCOTT & RUSSELL		22,100			3,031	14	9
REMAINDER OF CIRCULATION					798		2
OTTAWA LE DROIT	3/91			SATURDAY			
NEWSPAPER DESIGNATED MARKET		272,800			33,991	12	83
TOTAL ZONES		272,800			33,991	12	83
CENSUS METROPOLITAN AREA		335,600			30,174	9	73
TOTAL PAID CIRCULATION					41,062		
COUNTY CIRCULATION							
GATINEAU		21,700			4,826	22	12
HULL		58,300			20,509	35	50
PAPINEAU		16,900			4,287	25	10
PONTIAC		7,500			578	8	1
* OTTAWA-CARLETON		250,000			6,581	3	16
PRESCOTT & RUSSELL		22,100			3,333	15	8
REMAINDER OF CIRCULATION					948		2
OTTAWA SUN	3/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		224,900			32,519	14	86
TOTAL ZONES		224,900			32,519	14	86
CENSUS METROPOLITAN AREA		335,600			33,431	10	88
TOTAL PAID CIRCULATION					38,016		
COUNTY CIRCULATION							
GATINEAU		21,700			390	2	1
HULL		58,300			1,093	2	3
FRONTENAC		46,900			438	1	1
LANARK		19,600			510	3	1
LEEDS & GRENVILLE		32,700			527	2	1
* OTTAWA-CARLETON		250,000			33,431	13	88
RENFREW		33,500			843	3	2
STOR. , DUN. & GLEN.		39,500			547	1	1
REMAINDER OF CIRCULATION					237		1
OTTAWA SUN	3/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		224,900			33,340	15	80
TOTAL ZONES		224,900			33,340	15	80
CENSUS METROPOLITAN AREA		335,600			34,707	10	83
TOTAL PAID CIRCULATION					41,576		
COUNTY CIRCULATION							
GATINEAU		21,700			631	3	2
HULL		58,300			1,118	2	3
FRONTENAC		46,900			661	1	2
LANARK		19,600			863	4	2
LEEDS & GRENVILLE		32,700			871	3	2
* OTTAWA-CARLETON		250,000			34,707	14	83
PRESCOTT & RUSSELL		22,100			297	1	1
RENFREW		33,500			1,425	4	3
STOR. , DUN. & GLEN.		39,500			867	2	2
REMAINDER OF CIRCULATION					136		
OWEN SOUND			L16				

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*Denotes Home County

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
OWEN SOUND SUN TIMES	3/91			EVE (M-S)			
CITY ZONE		7,900			7,528	95	31
RETAIL TRADING ZONE		37,200			14,988	40	63
TOTAL ZONES		45,100			22,516	50	94
TOTAL PAID CIRCULATION					23,958		
COUNTY CIRCULATION							
BRUCE		23,200			8,322	36	35
* GREY		29,900			15,238	51	64
REMAINDER OF CIRCULATION					398		2
PEMBROKE			I26				
PEMBROKE OBSERVER	9/91			EVE (M-S)			
CITY ZONE		6,100			4,149	68	55
RETAIL TRADING ZONE		11,600			3,333	29	44
TOTAL ZONES		17,700			7,482	42	99
TOTAL PAID CIRCULATION					7,572		
COUNTY CIRCULATION							
* RENFREW		33,500			7,325	22	97
REMAINDER OF CIRCULATION					247		3
PETERBOROUGH			O22				
PETERBOROUGH EXAMINER	12/91			EVE (M-S)			
CITY ZONE		25,900			17,552	68	68
RETAIL TRADING ZONE		25,000			7,826	31	30
TOTAL ZONES		50,900			25,378	50	98
TOTAL PAID CIRCULATION					25,940		
COUNTY CIRCULATION							
NORTHUMBERLAND		28,000			1,126	4	4
* PETERBOROUGH		43,800			23,804	54	92
VICTORIA		24,200			794	3	3
REMAINDER OF CIRCULATION					216		1
PETERBOROUGH EXAMINER	12/91			SUNDAY			
CITY ZONE		25,900			15,703	61	68
RETAIL TRADING ZONE		25,000			7,045	28	30
TOTAL ZONES		50,900			22,748	45	98
TOTAL PAID CIRCULATION					23,218		
COUNTY CIRCULATION							
NORTHUMBERLAND		28,000			964	3	4
* PETERBOROUGH		43,800			21,336	49	92
VICTORIA		24,200			719	3	3
REMAINDER OF CIRCULATION					199		1
PORT HOPE			P22				
PORT HOPE EVENING GUIDE	6/91			EVE (M-F)			

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DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
CITY ZONE		4,400			2,880	65	85
RETAIL TRADING ZONE		1,500			379	25	11
TOTAL ZONES		5,900			3,259	55	96
TOTAL PAID CIRCULATION					3,399		
COUNTY CIRCULATION							
* NORTHUMBERLAND		28,000			3,259	12	96
REMAINDER OF CIRCULATION					140		4
ST. CATHARINES			O 8				
ST. CATHARINES STANDARD	12/91			EVE (M-S)			
CITY ZONE		53,600			32,888	61	80
RETAIL TRADING ZONE		18,400			6,256	34	15
TOTAL ZONES		72,000			39,144	54	95
CENSUS METROPOLITAN AREA		137,200			37,968	28	92
TOTAL PAID CIRCULATION					41,354		
COUNTY CIRCULATION							
* NIAGARA		147,700			41,294	28	100
REMAINDER OF CIRCULATION					60		
ST. CATHARINES STANDARD	12/91			SATURDAY			
CITY ZONE		53,600			37,911	71	78
RETAIL TRADING ZONE		18,400			7,302	40	15
TOTAL ZONES		72,000			45,213	63	93
TOTAL PAID CIRCULATION					48,409		
COUNTY CIRCULATION							
ST. THOMAS			S13				
ST. THOMAS TIMES-JOURNAL	12/91			EVE (M-S)			
CITY ZONE		11,800			6,908	59	72
RETAIL TRADING ZONE		8,500			2,482	29	26
TOTAL ZONES		20,300			9,390	46	97
CENSUS METROPOLITAN AREA		146,800			7,891	5	82
TOTAL PAID CIRCULATION					9,636		
COUNTY CIRCULATION							
* ELGIN		27,300			9,578	35	99
REMAINDER OF CIRCULATION					58		1
SARNIA			R10				
SARNIA OBSERVER	9/91			EVE (M-S)			
CITY ZONE		30,700			19,289	63	83
RETAIL TRADING ZONE		11,100			3,675	33	16
TOTAL ZONES		41,800			22,964	55	98
TOTAL PAID CIRCULATION					23,338		
COUNTY CIRCULATION							
* LAMBTON		47,500			23,294	49	100

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DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
REMAINDER OF CIRCULATION					44		
SAULT STE. MARIE			D 8				
SAULT STE. MARIE SAULT STAR	3/91			EVE (M-S)			
CITY ZONE		29,900			21,700	73	82
RETAIL TRADING ZONE		6,100			4,445	73	17
TOTAL ZONES		36,000			26,145	73	98
TOTAL PAID CIRCULATION					26,554		
COUNTY CIRCULATION							
* ALGOMA		46,400			26,267	57	99
REMAINDER OF CIRCULATION					287		1
SIMCOE			S16				
SIMCOE REFORMER	3/91			EVE (M-F)			
CITY ZONE		5,500			4,407	80	42
RETAIL TRADING ZONE		18,500			5,808	31	56
TOTAL ZONES		24,000			10,215	43	98
TOTAL PAID CIRCULATION					10,439		
COUNTY CIRCULATION							
* HALDIMAND-NORFOLK		35,700			10,336	29	99
REMAINDER OF CIRCULATION					103		1
STRATFORD			Q15				
STRATFORD BEACON-HERALD	12/91			EVE (M-S)			
CITY ZONE		11,100			8,173	74	61
RETAIL TRADING ZONE		12,100			4,759	39	36
TOTAL ZONES		23,200			12,932	56	97
TOTAL PAID CIRCULATION					13,378		
COUNTY CIRCULATION							
OXFORD		33,800			620	2	5
* PERTH		25,900			12,428	48	93
REMAINDER OF CIRCULATION					330		2
SUDBURY			E17				
SUDBURY STAR	3/91			EVE (M-S)			
CITY ZONE		35,900			16,741	47	58
RETAIL TRADING ZONE		33,600			11,296	34	39
TOTAL ZONES		69,500			28,037	40	97
CENSUS METROPOLITAN AREA		57,000			25,083	44	87
TOTAL PAID CIRCULATION					28,793		
COUNTY CIRCULATION							
ALGOMA		46,400			595	1	2
MANITOULIN		3,900			650	17	2
* SUDBURY RM		59,100			25,906	44	90
SUDBURY DISTRICT		8,600			1,481	17	5
REMAINDER OF CIRCULATION					161		1

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DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
THUNDER BAY			**F 4**				
THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL	6/91			MORN/EVE (M-F)			
CITY ZONE		42,100			31,403	75	82
RETAIL TRADING ZONE		16,600			5,144	31	13
TOTAL ZONES		58,700			36,547	62	95
CENSUS METROPOLITAN AREA		45,600			31,422	69	82
TOTAL PAID CIRCULATION					38,276		
COUNTY CIRCULATION							
KENORA		21,100			1,081	5	3
RAINY RIVER		8,200			987	12	3
* THUNDER BAY		57,200			35,906	63	94
REMAINDER OF CIRCULATION					302		1
THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL	6/91			SUNDAY			
CITY ZONE		42,100			28,211	67	82
RETAIL TRADING ZONE		16,600			4,700	28	14
TOTAL ZONES		58,700			32,911	56	95
CENSUS METROPOLITAN AREA		45,600			28,236	62	82
TOTAL PAID CIRCULATION					34,530		
COUNTY CIRCULATION							
KENORA		21,100			951	5	3
RAINY RIVER		8,200			903	11	3
* THUNDER BAY		57,200			32,344	57	94
REMAINDER OF CIRCULATION					332		1
TIMMINS			**F 6**				
TIMMINS DAILY PRESS	3/91			EVE (M-S)			
CITY ZONE		11,900			7,897	66	63
RETAIL TRADING ZONE		5,700			2,250	39	18
TOTAL ZONES		17,600			10,147	58	81
TOTAL PAID CIRCULATION					12,571		
COUNTY CIRCULATION							
* COCHRANE		33,900			12,401	37	99
REMAINDER OF CIRCULATION					170		1
TORONTO			**K 8**				
TORONTO STAR	9/91			ALL DAY (M-F)			
NEWSPAPER DESIGNATED MARKET		1,427,200			401,613	28	79
TOTAL ZONES		1,427,200			401,613	28	79
CENSUS METROPOLITAN AREA		1,310,600			279,831	21	55
TOTAL PAID CIRCULATION					510,136		
COUNTY CIRCULATION							
ILE-DE-MONTREAL		741,000			343		
ALGOMA		46,400			1,730	4	

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DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
BRANT		41,900			2,514	6	
BRUCE		23,200			2,754	12	1
COCHRANE		33,900			925	3	
DUFFERIN		13,200			1,880	14	
DURHAM		138,300			25,397	18	5
ELGIN		27,300			466	2	
FRONTENAC		46,900			3,279	7	1
GREY		29,900			2,581	9	1
HALDIMAND-NORFOLK		35,700			2,115	6	
HALIBURTON		5,400			1,107	21	
HALTON		108,200			20,177	19	4
HAMILTON-WENTWORTH		167,800			6,107	4	1
HASTINGS		44,000			5,707	13	1
HURON		21,100			935	4	
KENT		39,800			633	2	
LAMBTON		47,500			523	1	
LANARK		19,600			334	2	
LEEDS & GRENVILLE		32,700			889	3	
LENNOX & ADDINGTON		12,800			788	6	
MANITOULIN		3,900			224	6	
MIDDLESEX		141,600			4,030	3	1
MUSKOKA		18,600			4,211	23	1
NIAGARA		147,700			11,365	8	2
NIPISSING		31,000			2,332	8	
NORTHUMBERLAND		28,000			3,799	14	1
OTTAWA-CARLETON		250,000			2,430	1	
OXFORD		33,800			999	3	
PARRY SOUND		14,700			2,391	16	
PEEL		224,500			60,376	27	12
PERTH		25,900			1,214	5	
PETERBOROUGH		43,800			4,378	10	1
PRINCE EDWARD		9,100			874	10	
RENFREW		33,500			731	2	
SIMCOE		103,700			14,434	14	3
STOR. , DUN. & GLEN.		39,500			361	1	
SUDBURY RM		59,100			4,029	7	1
TIMISKAMING		14,900			434	3	
* TORONTO		811,900			251,047	31	49
VICTORIA		24,200			4,146	17	1
WATERLOO		136,600			4,004	3	1
WELLINGTON		56,000			4,019	7	1
YORK		151,500			46,548	31	9
REMAINDER OF CIRCULATION					576		
TORONTO STAR	9/91			SATURDAY			
NEWSPAPER DESIGNATED MARKET		1,427,200			571,516	40	75
TOTAL ZONES		1,427,200			571,516	40	75
CENSUS METROPOLITAN AREA		1,310,600			407,062	31	54
TOTAL PAID CIRCULATION					758,062		
COUNTY CIRCULATION							
ILE-DE-MONTREAL		741,000			1,239		
QUEBEC		188,900			266		
ALGOMA		46,400			2,199	5	
BRANT		41,900			3,658	9	

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PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
BRUCE		23,200			5,056	22	1
COCHRANE		33,900			1,356	4	
DUFFERIN		13,200			4,181	32	1
DURHAM		138,300			43,681	32	6
ELGIN		27,300			472	2	
ESSEX		119,900			1,273	1	
FRONTENAC		46,900			4,191	9	1
GREY		29,900			5,301	18	1
HALDIMAND-NORFOLK		35,700			3,434	10	
HALIBURTON		5,400			2,720	50	
HALTON		108,200			30,235	28	4
HAMILTON-WENTWORTH		167,800			6,595	4	1
HASTINGS		44,000			8,386	19	1
HURON		21,100			1,539	7	
KENT		39,800			738	2	
LAMBTON		47,500			1,213	3	
LANARK		19,600			578	3	
LEEDS & GRENVILLE		32,700			1,351	4	
LENNOX & ADDINGTON		12,800			1,019	8	
MANITOULIN		3,900			224	6	
MIDDLESEX		141,600			4,942	3	1
MUSKOKA		18,600			8,707	47	1
NIAGARA		147,700			16,002	11	2
NIPISSING		31,000			2,696	9	
NORTHUMBERLAND		28,000			6,296	22	1
OTTAWA-CARLETON		250,000			3,374	1	
OXFORD		33,800			1,532	5	
PARRY SOUND		14,700			3,943	27	1
PEEL		224,500			87,396	39	12
PERTH		25,900			2,548	10	
PETERBOROUGH		43,800			9,442	22	1
PRINCE EDWARD		9,100			1,489	16	
RENFREW		33,500			1,097	3	
SIMCOE		103,700			32,291	31	4
STOR. , DUN. & GLEN.		39,500			570	1	
SUDBURY RM		59,100			4,555	8	1
THUNDER BAY		57,200			398	1	
TIMISKAMING		14,900			657	4	
* TORONTO		811,900			339,145	42	45
VICTORIA		24,200			9,316	38	1
WATERLOO		136,600			7,319	5	1
WELLINGTON		56,000			8,652	15	1
YORK		151,500			74,244	49	10
REMAINDER OF CIRCULATION					546		
TORONTO STAR	9/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		1,427,200			350,676	25	68
TOTAL ZONES		1,427,200			350,676	25	68
CENSUS METROPOLITAN AREA		1,310,600			246,254	19	48
TOTAL PAID CIRCULATION					512,267		
COUNTY CIRCULATION							
ILE-DE-MONTREAL		741,000			409		
ALGOMA		46,400			2,082	4	

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DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
ONTARIO							
TORONTO			K 8				
TORONTO STAR	9/91			SUNDAY			
BRANT		41,900			3,274	8	1
BRUCE		23,200			3,617	16	1
COCHRANE		33,900			893	3	
DUFFERIN		13,200			2,019	15	
DURHAM		138,300			24,625	18	5
ELGIN		27,300			2,496	9	
ESSEX		119,900			1,621	1	
FRONTENAC		46,900			4,465	10	1
GREY		29,900			3,368	11	1
HALDIMAND-NORFOLK		35,700			3,284	9	1
HALIBURTON		5,400			1,533	28	
HALTON		108,200			19,752	18	4
HAMILTON-WENTWORTH		167,800			8,979	5	2
HASTINGS		44,000			6,648	15	1
HURON		21,100			1,837	9	
KENT		39,800			1,862	5	
LAMBTON		47,500			3,119	7	1
LANARK		19,600			547	3	
LEEDS & GRENVILLE		32,700			1,555	5	
LENNOX & ADDINGTON		12,800			1,059	8	
MANITOULIN		3,900			182	5	
MIDDLESEX		141,600			18,325	13	4
MUSKOKA		18,600			4,729	25	1
NIAGARA		147,700			14,595	10	3
NIPISSING		31,000			3,079	10	1
NORTHUMBERLAND		28,000			4,204	15	1
OTTAWA-CARLETON		250,000			4,827	2	1
OXFORD		33,800			2,266	7	
PARRY SOUND		14,700			2,715	18	1
PEEL		224,500			54,964	24	11
PERTH		25,900			2,426	9	
PETERBOROUGH		43,800			5,427	12	1
PRINCE EDWARD		9,100			1,048	12	
RENFREW		33,500			994	3	
SIMCOE		103,700			16,654	16	3
STOR. , DUN. & GLEN.		39,500			758	2	
SUDBURY RM		59,100			4,566	8	1
TIMISKAMING		14,900			467	3	
* TORONTO		811,900			209,437	26	41
VICTORIA		24,200			4,811	20	1
WATERLOO		136,600			6,166	5	1
WELLINGTON		56,000			5,616	10	1
YORK		151,500			44,423	29	9
REMAINDER OF CIRCULATION					544		
TORONTO SUN	9/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		1,427,200			227,172	16	85
TOTAL ZONES		1,427,200			227,172	16	85
CENSUS METROPOLITAN AREA		1,310,600			106,475	8	40

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PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
TOTAL PAID CIRCULATION					266,055		
COUNTY CIRCULATION							
BRANT		41,900			2,162	5	1
DUFFERIN		13,200			1,372	10	1
DURHAM		138,300			20,394	15	8
HALDIMAND-NORFOLK		35,700			843	2	
HALTON		108,200			11,762	11	4
HAMILTON-WENTWORTH		167,800			8,143	5	3
NIAGARA		147,700			4,837	3	2
NORTHUMBERLAND		28,000			1,248	4	
PEEL		224,500			40,717	18	15
PETERBOROUGH		43,800			2,422	6	1
SIMCOE		103,700			7,162	7	3
* TORONTO		811,900			133,993	17	50
VICTORIA		24,200			1,000	4	
WATERLOO		136,600			6,740	5	3
WELLINGTON		56,000			3,184	6	1
YORK		151,500			20,041	13	8
REMAINDER OF CIRCULATION					35		
TORONTO SUN	9/91			SATURDAY			
NEWSPAPER DESIGNATED MARKET		1,427,200			147,592	10	80
TOTAL ZONES		1,427,200			147,592	10	80
CENSUS METROPOLITAN AREA		1,310,600			66,749	5	36
TOTAL PAID CIRCULATION					184,764		
COUNTY CIRCULATION							
BRANT		41,900			1,775	4	1
BRUCE		23,200			755	3	
DUFFERIN		13,200			1,391	11	1
DURHAM		138,300			14,730	11	8
GREY		29,900			906	3	
HALDIMAND-NORFOLK		35,700			762	2	
HALTON		108,200			7,901	7	4
HAMILTON-WENTWORTH		167,800			6,346	4	3
MUSKOKA		18,600			1,394	7	1
NIAGARA		147,700			4,420	3	2
NORTHUMBERLAND		28,000			1,070	4	1
PARRY SOUND		14,700			256	2	
PEEL		224,500			24,794	11	13
PETERBOROUGH		43,800			2,092	5	1
SIMCOE		103,700			7,508	7	4
* TORONTO		811,900			87,940	11	48
VICTORIA		24,200			1,007	4	1
WATERLOO		136,600			5,273	4	3
WELLINGTON		56,000			2,421	4	1
YORK		151,500			11,992	8	6
REMAINDER OF CIRCULATION					31		
TORONTO SUN	9/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		1,427,200			375,865	26	83
TOTAL ZONES		1,427,200			375,865	26	83
CENSUS METROPOLITAN AREA		1,310,600			1,813		

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DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
TOTAL PAID CIRCULATION		–			450,515		
COUNTY CIRCULATION							
BRANT		41,900			1,872	4	
BRUCE		23,200			1,189	5	
DUFFERIN		13,200			4,002	30	1
DURHAM		138,300			44,222	32	10
GREY		29,900			1,532	5	
HALDIMAND-NORFOLK		35,700			877	2	
HALTON		108,200			24,296	22	5
HAMILTON-WENTWORTH		167,800			9,275	6	2
HASTINGS		44,000			1,563	4	
MIDDLESEX		141,600			2,059	1	
MUSKOKA		18,600			2,351	13	1
NIAGARA		147,700			7,240	5	2
NORTHUMBERLAND		28,000			2,743	10	1
OXFORD		33,800			408	1	
PARRY SOUND		14,700			389	3	
PEEL		224,500			73,784	33	16
PERTH		25,900			271	1	
PETERBOROUGH		43,800			4,077	9	1
PRINCE EDWARD		9,100			275	3	
SIMCOE		103,700			19,116	18	4
• TORONTO		811,900			195,890	24	43
VICTORIA		24,200			2,659	11	1
WATERLOO		136,600			7,815	6	2
WELLINGTON		56,000			4,709	8	1
YORK		151,500			37,604	25	8
REMAINDER OF CIRCULATION					297		
WELLAND			P 8				
WELLAND EVENING TRIBUNE	12/91			EVE (M-S)			
CITY ZONE		18,200			10,587	58	62
RETAIL TRADING ZONE		14,200			6,021	42	35
TOTAL ZONES		32,400			16,608	51	97
CENSUS METROPOLITAN AREA		137,200			16,665	12	98
TOTAL PAID CIRCULATION					17,065		
COUNTY CIRCULATION							
• NIAGARA		147,700			16,923	11	99
REMAINDER OF CIRCULATION					142		1
WINDSOR			T 8				
WINDSOR STAR	3/91			EVE (M-S)			
CITY ZONE		84,200			63,247	75	74
RETAIL TRADING ZONE		37,800			20,982	56	24
TOTAL ZONES		122,000			84,229	69	98
CENSUS METROPOLITAN AREA		98,100			6,960	7	8
TOTAL PAID CIRCULATION					85,680		
COUNTY CIRCULATION							
• ESSEX		119,900			82,612	69	96
KENT		39,800			2,822	7	3

*Denotes Home County

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
REMAINDER OF CIRCULATION					246		
WOODSTOCK			R15				
WOODSTOCK DAILY SENTINEL-REVIEW	12/91			EVE (M-S)			
CITY ZONE		10,600			6,633	63	64
RETAIL TRADING ZONE		10,800			3,368	31	33
TOTAL ZONES		21,400			10,001	47	97
TOTAL PAID CIRCULATION					10,349		
COUNTY CIRCULATION							
* OXFORD		33,800			10,306	30	100
REMAINDER OF CIRCULATION					43		

*Denotes Home County

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
MANITOBA							
BRANDON			Q 4				
BRANDON SUN	6/91			EVE (M-S)			
CITY ZONE		15,000			11,337	76	59
RETAIL TRADING ZONE		19,800			6,381	32	33
TOTAL ZONES		34,800			17,718	51	93
TOTAL PAID CIRCULATION					19,087		
CENSUS DIVISION CIRCULATION							
CEN. DIV. 05		5,900			1,624	28	9
CEN. DIV. 06		3,800			1,180	31	6
* CEN. DIV. 07		20,900			13,641	65	71
CEN. DIV. 15		9,400			1,988	21	10
REMAINDER OF CIRCULATION					654		3
BRANDON SUN	6/91			SUNDAY			
CITY ZONE		15,000			10,393	69	61
RETAIL TRADING ZONE		19,800			5,529	28	32
TOTAL ZONES		34,800			15,922	46	93
TOTAL PAID CIRCULATION					17,077		
CENSUS DIVISION CIRCULATION							
CEN. DIV. 05		5,900			1,420	24	8
CEN. DIV. 06		3,800			1,026	27	6
* CEN. DIV. 07		20,900			12,378	59	72
CEN. DIV. 15		9,400			1,707	18	10
REMAINDER OF CIRCULATION					546		3
PORTAGE LA PRAIRIE			P 8				
PORTAGE LA PRAIRIE DAILY GRAPHIC	6/91			EVE (M-S)			
CITY ZONE		5,200			3,915	75	92
RETAIL TRADING ZONE		4,400			281	6	7
TOTAL ZONES		9,600			4,196	44	98
TOTAL PAID CIRCULATION					4,265		
CENSUS DIVISION CIRCULATION							
* CEN. DIV. 09		8,300			4,186	50	98
REMAINDER OF CIRCULATION					79		2
WINNIPEG			G11				
WINNIPEG FREE PRESS	3/91			EVE (M-F)			

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
MANITOBA (cont.)							
CITY ZONE		240,600			137,776	57	78
CITY ZONE		240,600			125,259	52	78
BALANCE IN NEWSPAPER DESIGNATED MARKET		47,600			16,772	35	1
BALANCE IN NEWSPAPER DESIGNATED MARKET		47,600			16,839	35	1
TOTAL ZONES		288,200			154,615	54	88
TOTAL ZONES		288,200			142,031	49	88
CENSUS METROPOLITAN AREA		248,500			129,041	52	80
TOTAL PAID CIRCULATION					175,700		
TOTAL PAID CIRCULATION					161,577		
CENSUS DIVISION CIRCULATION							
CENSUS DIVISION CIRCULATION							
KENORA		21,100			2,899	14	2
RAINY RIVER		8,200			848	10	1
CEN. DIV. 01		6,300			1,867	30	1
CEN. DIV. 02		14,000			3,227	23	2
CEN. DIV. 03		13,200			2,862	22	2
CEN. DIV. 04		3,800			756	20	
CEN. DIV. 05		5,900			434	7	
CEN. DIV. 06		3,800			227	6	
CEN. DIV. 07		20,900			1,593	8	1
CEN. DIV. 08		5,300			686	13	
CEN. DIV. 09		8,300			1,865	22	1
CEN. DIV. 10		2,100			728	35	
*CEN. DIV. 11		237,800			125,084	53	77
CEN. DIV. 12		5,700			2,168	38	1
CEN. DIV. 13		12,500			4,568	37	3
CEN. DIV. 14		5,000			1,882	38	1
CEN. DIV. 15		9,400			852	9	1
CEN. DIV. 16		4,400			520	12	
CEN. DIV. 17		10,400			1,381	13	1
CEN. DIV. 18		8,400			2,899	35	2
CEN. DIV. 20		4,600			597	13	
CEN. DIV. 21		7,500			1,552	21	1
CEN. DIV. 22		8,400			1,027	12	1
CEN. DIV. 23		2,400			327	14	
REMAINDER OF CIRCULATION					728		
WINNIPEG FREE PRESS	3/91			MORN (M-F)			
CITY ZONE		240,600			137,776	57	78
CITY ZONE		240,600			125,259	52	78
BALANCE IN NEWSPAPER DESIGNATED MARKET		47,600			16,772	35	1
BALANCE IN NEWSPAPER DESIGNATED MARKET		47,600			16,839	35	1
TOTAL ZONES		288,200			154,615	54	88
TOTAL ZONES		288,200			142,031	49	88
CENSUS METROPOLITAN AREA		248,500			129,041	52	80
TOTAL PAID CIRCULATION					175,700		
TOTAL PAID CIRCULATION					161,577		

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*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
MANITOBA (cont.)							
CENSUS DIVISION CIRCULATION							
CENSUS DIVISION CIRCULATION							
KENORA		21,100			2,899	14	2
RAINY RIVER		8,200			848	10	1
CEN. DIV. 01		6,300			1,867	30	1
CEN. DIV. 02		14,000			3,227	23	2
CEN. DIV. 03		13,200			2,862	22	2
CEN. DIV. 04		3,800			756	20	
CEN. DIV. 05		5,900			434	7	
CEN. DIV. 06		3,800			227	6	
CEN. DIV. 07		20,900			1,593	8	1
CEN. DIV. 08		5,300			686	13	
CEN. DIV. 09		8,300			1,865	22	1
CEN. DIV. 10		2,100			728	35	
* CEN. DIV. 11		237,800			125,084	53	77
CEN. DIV. 12		5,700			2,168	38	1
CEN. DIV. 13		12,500			4,568	37	3
CEN. DIV. 14		5,000			1,882	38	1
CEN. DIV. 15		9,400			852	9	1
CEN. DIV. 16		4,400			520	12	
CEN. DIV. 17		10,400			1,381	13	1
CEN. DIV. 18		8,400			2,899	35	2
CEN. DIV. 20		4,600			597	13	
CEN. DIV. 21		7,500			1,552	21	1
CEN. DIV. 22		8,400			1,027	12	1
CEN. DIV. 23		2,400			327	14	
REMAINDER OF CIRCULATION					728		
WINNIPEG FREE PRESS	3/91			SATURDAY			
CITY ZONE		240,600			166,648	69	73
BALANCE IN NEWSPAPER DESIGNATED MARKET		47,600			29,403	62	1
TOTAL ZONES		288,200			196,051	68	86
CENSUS METROPOLITAN AREA		248,500			172,913	70	75
TOTAL PAID CIRCULATION					229,180		
CENSUS DIVISION CIRCULATION							
KENORA		21,100			4,074	19	2
RAINY RIVER		8,200			1,184	14	1
CEN. DIV. 01		6,300			3,392	54	1
CEN. DIV. 02		14,000			6,323	45	3
CEN. DIV. 03		13,200			6,180	47	3
CEN. DIV. 04		3,800			1,490	39	1
CEN. DIV. 05		5,900			740	13	
CEN. DIV. 06		3,800			369	10	
CEN. DIV. 07		20,900			2,437	12	1
CEN. DIV. 08		5,300			1,417	27	1
CEN. DIV. 09		8,300			3,293	40	1
CEN. DIV. 10		2,100			1,307	62	1
* CEN. DIV. 11		237,800			166,346	70	73
CEN. DIV. 12		5,700			3,648	64	2
CEN. DIV. 13		12,500			7,254	58	3
CEN. DIV. 14		5,000			3,611	72	2
CEN. DIV. 15		9,400			1,579	17	1
CEN. DIV. 16		4,400			794	18	

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
MANITOBA (cont.)							
CEN. DIV. 17		10,400			2,267	22	1
CEN. DIV. 18		8,400			5,080	60	2
CEN. DIV. 20		4,600			830	18	
CEN. DIV. 21		7,500			2,112	28	1
CEN. DIV. 22		8,400			1,514	18	1
CEN. DIV. 23		2,400			414	17	
REMAINDER OF CIRCULATION					1,525		1
WINNIPEG FREE PRESS	3/91			SUNDAY			
CITY ZONE		240,600			113,451	47	78
BALANCE IN NEWSPAPER DESIGNATED MARKET		47,600			15,382	32	1
TOTAL ZONES		288,200			128,833	45	88
CENSUS METROPOLITAN AREA		248,500			117,145	47	80
TOTAL PAID CIRCULATION					146,176		
CENSUS DIVISION CIRCULATION							
KENORA		21,100			2,447	12	2
RAINY RIVER		8,200			729	9	
CEN. DIV. 01		6,300			1,725	27	1
CEN. DIV. 02		14,000			2,975	21	2
CEN. DIV. 03		13,200			2,655	20	2
CEN. DIV. 04		3,800			708	19	
CEN. DIV. 05		5,900			387	7	
CEN. DIV. 06		3,800			190	5	
CEN. DIV. 07		20,900			1,522	7	1
CEN. DIV. 08		5,300			623	12	
CEN. DIV. 09		8,300			1,608	19	1
CEN. DIV. 10		2,100			611	29	
* CEN. DIV. 11		237,800			113,291	48	78
CEN. DIV. 12		5,700			2,114	37	1
CEN. DIV. 13		12,500			4,252	34	3
CEN. DIV. 14		5,000			1,757	35	1
CEN. DIV. 15		9,400			743	8	1
CEN. DIV. 16		4,400			496	11	
CEN. DIV. 17		10,400			1,256	12	1
CEN. DIV. 18		8,400			2,416	29	2
CEN. DIV. 20		4,600			573	12	
CEN. DIV. 21		7,500			1,614	22	1
CEN. DIV. 22		8,400			747	9	1
CEN. DIV. 23		2,400			227	9	
REMAINDER OF CIRCULATION					500		
WINNIPEG SUN	3/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		237,800			42,592	18	87
TOTAL ZONES		237,800			42,592	18	87
CENSUS METROPOLITAN AREA		248,500			42,720	17	88
TOTAL PAID CIRCULATION					48,704		
CENSUS DIVISION CIRCULATION							
KENORA		21,100			535	3	1
CEN. DIV. 01		6,300			284	5	1
CEN. DIV. 02		14,000			571	4	1
CEN. DIV. 03		13,200			444	3	1
CEN. DIV. 07		20,900			702	3	1

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
MANITOBA (cont.)							
CEN. DIV. 09		8,300			552	7	1
* CEN. DIV. 11		237,800			42,592	18	87
CEN. DIV. 13		12,500			852	7	2
CEN. DIV. 18		8,400			288	3	1
CEN. DIV. 22		8,400			509	6	1
REMAINDER OF CIRCULATION					1,375		3
WINNIPEG SUN	3/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		237,800			48,944	21	86
TOTAL ZONES		237,800			48,944	21	86
CENSUS METROPOLITAN AREA		248,500			49,173	20	87
TOTAL PAID CIRCULATION					56,815		
CENSUS DIVISION CIRCULATION							
KENORA		21,100			575	3	1
CEN. DIV. 01		6,300			426	7	1
CEN. DIV. 02		14,000			980	7	2
CEN. DIV. 03		13,200			569	4	1
CEN. DIV. 07		20,900			766	4	1
CEN. DIV. 09		8,300			823	10	1
* CEN. DIV. 11		237,800			48,944	21	86
CEN. DIV. 12		5,700			349	6	1
CEN. DIV. 13		12,500			1,282	10	2
CEN. DIV. 14		5,000			323	6	1
CEN. DIV. 15		9,400			250	3	
CEN. DIV. 18		8,400			434	5	1
CEN. DIV. 21		7,500			264	4	
CEN. DIV. 22		8,400			312	4	1
REMAINDER OF CIRCULATION					518		1
SASKATCHEWAN							
MOOSE JAW			P 8				
MOOSE JAW TIMES-HERALD	3/91			EVE (M-S)			
CITY ZONE		13,100			8,461	65	91
RETAIL TRADING ZONE		6,400			9,053	141	97
TOTAL ZONES		19,500			17,514	90	188
TOTAL PAID CIRCULATION					9,308		
CENSUS DIVISION CIRCULATION							
* CEN. DIV. 07		18,700			8,876	47	95
REMAINDER OF CIRCULATION					432		5
PRINCE ALBERT			I 8				
PRINCE ALBERT DAILY HERALD	3/91			EVE (M-S)			
CITY ZONE		12,600			8,244	65	83
RETAIL TRADING ZONE		9,000			1,427	16	14
TOTAL ZONES		21,600			9,671	45	98
TOTAL PAID CIRCULATION					9,888		
CENSUS DIVISION CIRCULATION							
* CEN. DIV. 15		28,100			9,248	33	94

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
SASKATCHEWAN (cont.)							
CEN. DIV. 16		13,700			345	3	3
REMAINDER OF CIRCULATION					295		3
REGINA			P10				
REGINA LEADER POST	3/91			EVE (M-S)			
CITY ZONE		66,900			44,993	67	65
BALANCE IN NEWSPAPER DESIGNATED MARKET		115,000			24,126	21	3
TOTAL ZONES		181,900			69,119	38	99
CENSUS METROPOLITAN AREA		70,800			45,053	64	65
TOTAL PAID CIRCULATION					69,569		
CENSUS DIVISION CIRCULATION							
CEN. DIV. 01		11,800			3,202	27	5
CEN. DIV. 02		9,300			2,633	28	4
CEN. DIV 03		6,900			1,325	19	2
CEN. DIV. 04		4,900			663	14	1
CEN. DIV. 05		14,200			3,586	25	5
* CEN. DIV. 06		80,200			49,703	62	71
CEN. DIV. 07		18,700			2,483	13	4
CEN. DIV. 08		12,600			1,865	15	3
CEN. DIV. 09		16,100			2,383	15	3
CEN. DIV. 10		8,400			806	10	1
CEN. DIV. 11		82,500			554	1	1
REMAINDER OF CIRCULATION					366		1
SASKATOON			L 7				
SASKATOON STAR-PHOENIX	3/91			MORN (M-S)			
CITY ZONE		70,300			43,590	62	67
BALANCE IN NEWSPAPER DESIGNATED MARKET		26,900			8,360	31	1
TOTAL ZONES		97,200			51,950	53	80
CENSUS METROPOLITAN AREA		90,400			43,590	48	67
TOTAL PAID CIRCULATION					64,959		
CENSUS DIVISION CIRCULATION							
CEN. DIV. 08		12,600			530	4	1
CEN. DIV. 10		8,400			803	10	1
* CEN. DIV. 11		82,500			47,575	58	73
CEN. DIV. 12		8,800			1,961	22	3
CEN. DIV. 13		8,900			2,015	23	3
CEN. DIV. 14		15,900			2,681	17	4
CEN. DIV. 15		28,100			4,393	16	7
CEN. DIV. 16		13,700			2,429	18	4
CEN. DIV. 17		12,100			1,437	12	2
CEN. DIV. 18		6,400			495	8	1
REMAINDER OF CIRCULATION					540		1
ALBERTA							
CALGARY			O 9				

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ALBERTA (cont.)							
CALGARY HERALD	6/91			MORN (M-TH, S)			
CITY ZONE		263,000			110,034	42	88
RETAIL TRADING ZONE		163,400			13,937	9	11
TOTAL ZONES		426,400			123,971	29	99
CENSUS METROPOLITAN AREA		279,600			110,813	40	88
TOTAL PAID CIRCULATION					125,416		
CENSUS DIVISION CIRCULATION							
CEN. DIV. 01		22,300			384	2	
CEN. DIV. 02		45,600			1,412	3	1
CEN. DIV. 03		10,400			755	7	1
CEN. DIV. 04		4,400			304	7	
CEN. DIV. 05		13,300			2,091	16	2
* CEN. DIV. 06		302,200			117,156	39	93
CEN. DIV. 08		46,300			594	1	
CEN. DIV. 15		9,000			1,306	15	1
EAST KOOTENAY		17,900			501	3	
REMAINDER OF CIRCULATION					913		1
CALGARY HERALD	6/91			FRIDAY			
CITY ZONE		263,000			141,423	54	86
RETAIL TRADING ZONE		163,400			20,492	13	13
TOTAL ZONES		426,400			161,915	38	99
CENSUS METROPOLITAN AREA		279,600			142,235	51	87
TOTAL PAID CIRCULATION					163,594		
CENSUS DIVISION CIRCULATION							
CEN. DIV. 01		22,300			442	2	
CEN. DIV. 02		45,600			1,787	4	1
CEN. DIV. 03		10,400			1,178	11	1
CEN. DIV. 04		4,400			412	9	
CEN. DIV. 05		13,300			3,886	29	2
* CEN. DIV. 06		302,200			152,095	50	93
CEN. DIV. 08		46,300			730	2	
CEN. DIV. 15		9,000			1,595	18	1
EAST KOOTENAY		17,900			464	3	
REMAINDER OF CIRCULATION					1,005		1
CALGARY HERALD	6/91			SUNDAY			
CITY ZONE		263,000			102,515	39	87
RETAIL TRADING ZONE		163,400			13,858	8	12
TOTAL ZONES		426,400			116,373	27	99
CENSUS METROPOLITAN AREA		279,600			103,313	37	88
TOTAL PAID CIRCULATION					117,982		
CENSUS DIVISION CIRCULATION							
CEN. DIV. 01		22,300			553	2	
CEN. DIV. 02		45,600			1,731	4	1
CEN. DIV. 03		10,400			726	7	1
CEN. DIV. 04		4,400			271	6	
CEN. DIV. 05		13,300			1,931	15	2
* CEN. DIV. 06		302,200			109,665	36	93
CEN. DIV. 08		46,300			547	1	
CEN. DIV. 15		9,000			1,496	17	1

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ALBERTA (cont.)							
EAST KOOTENAY		17,900			447	2	
REMAINDER OF CIRCULATION					615		1
CALGARY SUN	6/91			MORN (M-F)			
CITY ZONE		263,000			57,825	22	81
RETAIL TRADING ZONE		163,400			10,184	6	14
TOTAL ZONES		426,400			68,009	16	96
CENSUS METROPOLITAN AREA		279,600			57,825	21	81
TOTAL PAID CIRCULATION					71,075		
CENSUS DIVISION CIRCULATION							
CEN. DIV. 01		22,300			1,651	7	2
CEN. DIV. 02		45,600			3,197	7	4
CEN. DIV. 03		10,400			792	8	1
CEN. DIV. 04		4,400			237	5	
CEN. DIV. 05		13,300			1,079	8	2
• CEN. DIV. 06		302,200			59,976	20	84
CEN. DIV. 08		46,300			1,622	4	2
CEN. DIV. 15		9,000			1,353	15	2
EAST KOOTENAY		17,900			718	4	1
REMAINDER OF CIRCULATION					450		1
CALGARY SUN	6/91			SUNDAY			
CITY ZONE		263,000			78,960	30	80
RETAIL TRADING ZONE		163,400			15,771	10	16
TOTAL ZONES		426,400			94,731	22	96
CENSUS METROPOLITAN AREA		279,600			78,960	28	80
TOTAL PAID CIRCULATION					98,476		
CENSUS DIVISION CIRCULATION							
CEN. DIV. 01		22,300			2,311	10	2
CEN. DIV. 02		45,600			4,319	9	4
CEN. DIV. 03		10,400			1,046	10	1
CEN. DIV. 04		4,400			254	6	
CEN. DIV. 05		13,300			1,915	14	2
• CEN. DIV. 06		302,200			83,096	27	84
CEN. DIV. 08		46,300			2,316	5	2
CEN. DIV. 15		9,000			1,885	21	2
EAST KOOTENAY		17,900			911	5	1
REMAINDER OF CIRCULATION					423		
EDMONTON			Q 4				
EDMONTON JOURNAL	6/91			MORN (M-TH, S)			
CITY ZONE		259,700			118,383	46	72
RETAIL TRADING ZONE		256,200			41,604	16	25
TOTAL ZONES		515,900			159,987	31	98
CENSUS METROPOLITAN AREA		308,500			5,647	2	3
TOTAL PAID CIRCULATION					163,510		
CENSUS DIVISION CIRCULATION							
CEN. DIV. 07		14,200			2,282	16	1
CEN. DIV. 08		46,300			1,522	3	1
CEN. DIV. 09		5,600			346	6	

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ALBERTA (cont.)							
CEN. DIV. 10		27,600			4,914	18	3
* CEN. DIV. 11		316,400			135,265	43	83
CEN. DIV. 12		15,000			2,658	18	2
CEN. DIV. 13		21,200			3,620	17	2
CEN. DIV. 14		9,100			1,670	18	1
CEN. DIV. 15		9,000			519	6	
CEN. DIV. 16		14,100			1,805	13	1
CEN. DIV. 17		14,800			1,806	12	1
CEN. DIV. 18		4,200			913	22	1
CEN. DIV. 19		25,900			2,650	10	2
PEACE RIVER		17,700			1,082	6	1
FORT SMITH		9,700			1,416	15	1
REMAINDER OF CIRCULATION					1,042		1
EDMONTON JOURNAL	6/91			FRIDAY			
CITY ZONE		259,700			135,612	52	70
RETAIL TRADING ZONE		256,200			54,307	21	28
TOTAL ZONES		515,900			189,919	37	98
CENSUS METROPOLITAN AREA		306,500			7,386	2	4
TOTAL PAID CIRCULATION					193,358		
CENSUS DIVISION CIRCULATION							
CEN. DIV. 07		14,200			3,068	22	2
CEN. DIV. 08		46,300			1,899	4	1
CEN. DIV. 09		5,600			378	7	
CEN. DIV. 10		27,600			7,063	26	4
* CEN. DIV. 11		316,400			156,471	49	81
CEN. DIV. 12		15,000			3,926	26	2
CEN. DIV. 13		21,200			6,259	30	3
CEN. DIV. 14		9,100			2,295	25	1
CEN. DIV. 15		9,000			517	6	
CEN. DIV. 16		14,100			2,031	14	1
CEN. DIV. 17		14,800			1,979	13	1
CEN. DIV. 18		4,200			1,071	26	1
CEN. DIV. 19		25,900			2,945	11	2
PEACE RIVER		17,700			1,031	6	1
FORT SMITH		9,700			1,346	14	1
REMAINDER OF CIRCULATION					1,079		1
EDMONTON JOURNAL	6/91			SUNDAY			
CITY ZONE		259,700			112,652	43	73
RETAIL TRADING ZONE		256,200			37,866	15	25
TOTAL ZONES		515,900			150,518	29	98
CENSUS METROPOLITAN AREA		308,500			5,900	2	4
TOTAL PAID CIRCULATION					153,346		
CENSUS DIVISION CIRCULATION							
CEN. DIV. 07		14,200			1,999	14	1
CEN. DIV. 08		46,300			1,451	3	1
CEN. DIV. 09		5,600			304	5	
CEN. DIV. 10		27,600			4,316	16	3
* CEN. DIV. 11		316,400			128,258	41	84
CEN. DIV. 12		15,000			2,438	16	2
CEN. DIV. 13		21,200			3,122	15	2
CEN. DIV. 14		9,100			1,508	17	1

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ALBERTA (cont.)							
CEN. DIV. 15		9,000			522	6	
CEN. DIV. 16		14,100			1,735	12	1
CEN. DIV. 17		14,800			1,577	11	1
CEN. DIV. 18		4,200			836	20	1
CEN. DIV. 19		25,900			2,436	9	2
PEACE RIVER		17,700			1,001	6	1
FORT SMITH		9,700			1,008	10	1
REMAINDER OF CIRCULATION					835		1
EDMONTON SUN	6/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		293,500			65,467	22	78
TOTAL ZONES		293,500			65,467	22	78
CENSUS METROPOLITAN AREA		308,500			61,849	20	74
TOTAL PAID CIRCULATION					83,859		
CENSUS DIVISION CIRCULATION							
CEN. DIV. 07		14,200			1,109	8	1
CEN. DIV. 08		46,300			1,361	3	2
CEN. DIV. 10		27,600			3,565	13	4
* CEN. DIV. 11		316,400			67,788	21	81
CEN. DIV. 12		15,000			1,439	10	2
CEN. DIV. 13		21,200			1,766	8	2
CEN. DIV. 14		9,100			1,162	13	1
CEN. DIV. 16		14,100			2,340	17	3
CEN. DIV. 17		14,800			866	6	1
CEN. DIV. 18		4,200			354	8	
CEN. DIV. 19		25,900			1,524	6	2
FORT SMITH		9,700			315	3	
REMAINDER OF CIRCULATION					270		
EDMONTON SUN	6/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		293,500			99,176	34	79
TOTAL ZONES		293,500			99,176	34	79
CENSUS METROPOLITAN AREA		308,500			94,295	31	76
TOTAL PAID CIRCULATION					124,827		
CENSUS DIVISION CIRCULATION							
CEN. DIV. 07		14,200			1,319	9	1
CEN. DIV. 08		46,300			1,773	4	1
CEN. DIV. 10		27,600			4,765	17	4
* CEN. DIV. 11		316,400			103,253	33	83
CEN. DIV. 12		15,000			1,831	12	1
CEN. DIV. 13		21,200			2,784	13	2
CEN. DIV. 14		9,100			1,662	18	1
CEN. DIV. 16		14,100			3,452	24	3
CEN. DIV. 17		14,800			957	6	1
CEN. DIV. 18		4,200			375	9	
CEN. DIV. 19		25,900			1,924	7	2
FORT SMITH		9,700			398	4	
REMAINDER OF CIRCULATION					334		
FORT MCMURRAY			D 6				
FORT MCMURRAY TODAY	6/91			EVE (M-TH)			

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ALBERTA (cont.)							
CITY OF PUBLICATION		11,200			5,653	50	98
REMAINDER IN CENSUS DIVISION		2,900			120	4	2
TOTAL ZONES		14,100			5,773	41	100
TOTAL PAID CIRCULATION					5,790		
CENSUS DIVISION CIRCULATION							
* CEN. DIV. 16		14,100			5,734	41	99
REMAINDER OF CIRCULATION					56		1
FORT MCMURRAY TODAY	6/91			FRIDAY			
CITY OF PUBLICATION		11,200			7,840	70	98
REMAINDER IN CENSUS DIVISION		2,900			132	5	2
TOTAL ZONES		14,100			7,972	57	100
TOTAL PAID CIRCULATION					7,990		
CENSUS DIVISION CIRCULATION							
* CEN. DIV. 16		14,100			7,924	56	99
REMAINDER OF CIRCULATION					66		1
GRANDE PRAIRIE			**E 2**				
GRANDE PRAIRIE DAILY HERALD-TRIBUNE	9/90			EVE (M-TH)			
CITY ZONE		9,200			5,861	64	69
RETAIL TRADING ZONE		19,400			2,499	13	30
TOTAL ZONES		28,600			8,360	29	99
TOTAL PAID CIRCULATION					8,461		
CENSUS DIVISION CIRCULATION							
* CEN. DIV. 19		25,900			8,360	32	99
REMAINDER OF CIRCULATION					101		1
LETHBRIDGE			**R11**				
LETHBRIDGE HERALD	6/91			EVE (M-S)			
CITY ZONE		23,600			15,211	64	60
RETAIL TRADING ZONE		30,400			9,036	30	36
TOTAL ZONES		54,000			24,247	45	95
TOTAL PAID CIRCULATION					25,398		
CENSUS DIVISION CIRCULATION							
CEN. DIV. 01		22,300			412	2	2
* CEN. DIV. 02		45,600			20,368	45	80
CEN. DIV. 03		10,400			2,855	27	11
CEN. DIV. 05		13,300			268	2	1
CEN. DIV. 15		9,000			770	9	3
EAST KOOTENAY		17,900			599	3	2
REMAINDER OF CIRCULATION					126		
MEDICINE HAT			**Q14**				
MEDICINE HAT NEWS	3/91			EVE (M-S)			

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ALBERTA (cont.)							
CITY ZONE		16,600			11,859	71	85
RETAIL TRADING ZONE		7,800			2,015	26	14
TOTAL ZONES		24,400			13,874	57	99
TOTAL PAID CIRCULATION					14,025		
CENSUS DIVISION CIRCULATION							
* CEN. DIV. 01		22,300			13,468	60	96
REMAINDER OF CIRCULATION					557		4
RED DEER			L 9				
RED DEER ADVOCATE	6/91			EVE (M-S)			
CITY ZONE		21,900			13,631	62	60
RETAIL TRADING ZONE		46,900			8,819	19	39
TOTAL ZONES		68,800			22,450	33	100
TOTAL PAID CIRCULATION					22,558		
CENSUS DIVISION CIRCULATION							
CEN. DIV. 06		302,200			354		2
CEN. DIV. 07		14,200			499	4	2
* CEN. DIV. 08		46,300			20,925	45	93
CEN. DIV. 09		5,600			473	8	2
REMAINDER OF CIRCULATION					307		1

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DAILY NEWSPAPER CIRCULATION BY MARKETS & REGIONAL DISTRICTS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
BRITISH COLUMBIA							
CRANBROOK			M18				
CRANBROOK DAILY TOWNSMAN	3/91			EVE (M-F)			
CITY ZONE		5,800			3,867	67	93
RETAIL TRADING ZONE		6,200			174	3	4
TOTAL ZONES		12,000			4,041	34	98
TOTAL PAID CIRCULATION					4,140		
REGIONAL DISTRICT CIRCULATION							
* EAST KOOTENAY		17,900			4,041	23	98
REMAINDER OF CIRCULATION					99		2
FORT ST. JOHN			D 6				
FORT ST. JOHN ALASKA HIGHWAY NEWS	9/91			EVE (M-F)			
CITY ZONE		5,000			2,402	48	79
RETAIL TRADING ZONE		2,000			524	26	17
TOTAL ZONES		7,000			2,926	42	97
TOTAL PAID CIRCULATION					3,027		
REGIONAL DISTRICT CIRCULATION							
* PEACE RIVER		17,700			2,946	17	97
REMAINDER OF CIRCULATION					81		3
KAMLOOPS			K11				
KAMLOOPS DAILY NEWS	12/91			EVE (M-S)			
CITY ZONE		24,000			15,734	66	87
RETAIL TRADING ZONE		13,300			2,113	16	12
TOTAL ZONES		37,300			17,847	48	99
TOTAL PAID CIRCULATION					18,092		
REGIONAL DISTRICT CIRCULATION							
* THOMPSON-NICOLA		37,300			17,847	48	99
REMAINDER OF CIRCULATION					245		1
KELOWNA			K13				
KELOWNA DAILY COURIER	12/91			EVE (M-S)			
CITY ZONE		25,800			16,384	64	83
RETAIL TRADING ZONE		18,300			2,801	15	14
TOTAL ZONES		44,100			19,185	44	97
TOTAL PAID CIRCULATION					19,762		
REGIONAL DISTRICT CIRCULATION							
* CENTRAL OKANAGAN		44,100			19,185	44	97
REMAINDER OF CIRCULATION					577		3
NANAIMO			M 6				
NANAIMO DAILY FREE PRESS	12/91			EVE (M-S)			

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DAILY NEWSPAPER CIRCULATION BY MARKETS & REGIONAL DISTRICTS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
BRITISH COLUMBIA (cont.)							
CITY ZONE		23,700			8,930	38	81
RETAIL TRADING ZONE		19,000			2,005	11	18
TOTAL ZONES		42,700			10,935	26	99
TOTAL PAID CIRCULATION					11,066		
REGIONAL DISTRICT CIRCULATION							
* NANAIMO		39,600			10,733	27	97
REMAINDER OF CIRCULATION					333		3
NELSON			M16				
NELSON DAILY NEWS	9/90			EVE (M-F)			
CITY ZONE		3,600			2,525	70	52
RETAIL TRADING ZONE		17,200			2,078	12	43
TOTAL ZONES		20,800			4,603	22	95
TOTAL PAID CIRCULATION					4,832		
REGIONAL DISTRICT CIRCULATION							
* CENTRAL KOOTENAY		20,600			4,603	22	95
REMAINDER OF CIRCULATION					229		5
PENTICTON			M13				
PENTICTON HERALD	12/91			EVE (M-S)			
CITY ZONE		12,200			7,241	59	80
RETAIL TRADING ZONE		13,000			1,670	13	19
TOTAL ZONES		25,200			8,911	35	99
TOTAL PAID CIRCULATION					9,019		
REGIONAL DISTRICT CIRCULATION							
* OKANAGAN-SIMILKAMEEN		27,900			8,911	32	99
REMAINDER OF CIRCULATION					108		1
PORT ALBERNI			M 5				
PORT ALBERNI ALBERNI VALLEY TIMES	9/91			EVE (M-F)			
CITY ZONE		7,000			4,787	68	71
RETAIL TRADING ZONE		4,700			1,856	39	27
TOTAL ZONES		11,700			6,643	57	98
TOTAL PAID CIRCULATION					6,763		
REGIONAL DISTRICT CIRCULATION							
* ALBERNI-CLAYOQUOT		11,700			6,643	57	98
REMAINDER OF CIRCULATION					120		2
PRINCE GEORGE			E 6				
PRINCE GEORGE CITIZEN	9/91			EVE (M-S)			
CITY ZONE		22,200			18,408	83	86
RETAIL TRADING ZONE		19,300			2,943	15	14
TOTAL ZONES		41,500			21,351	51	99
TOTAL PAID CIRCULATION					21,519		

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DAILY NEWSPAPER CIRCULATION BY MARKETS & REGIONAL DISTRICTS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
BRITISH COLUMBIA (cont.)							
REGIONAL DISTRICT CIRCULATION							
BULKLEY-NECHAKO		12,000			1,262	11	6
* FRASER-FORT GEORGE		29,500			20,089	68	93
REMAINDER OF CIRCULATION					168		1
PRINCE RUPERT			E 4				
PRINCE RUPERT DAILY NEWS	9/90			EVE (M-F)			
CITY ZONE		5,600			3,366	60	92
RETAIL TRADING ZONE		1,700			241	14	7
TOTAL ZONES		7,300			3,607	49	98
TOTAL PAID CIRCULATION					3,670		
REGIONAL DISTRICT CIRCULATION							
* SKEENA-Q.CHARLOTTE		8,000			3,569	45	97
REMAINDER OF CIRCULATION					101		3
TRAIL			M15				
TRAIL DAILY TIMES	9/91			EVE (M-F)			
CITY ZONE		4,200			3,110	74	52
RETAIL TRADING ZONE		10,300			2,691	26	45
TOTAL ZONES		14,500			5,801	40	97
TOTAL PAID CIRCULATION					5,980		
REGIONAL DISTRICT CIRCULATION							
CENTRAL KOOTENAY		20,600			251	1	4
* KOOTENAY BOUNDARY		12,500			5,604	45	94
REMAINDER OF CIRCULATION					125		2
VANCOUVER			D10				
VANCOUVER PROVINCE	9/91			MORN (M-F)			
CITY ZONE		397,100			82,920	21	45
RETAIL TRADING ZONE		305,400			68,368	22	37
TOTAL ZONES		702,500			151,288	22	82
CENSUS METROPOLITAN AREA		619,600			130,715	21	71
TOTAL PAID CIRCULATION					184,855		
REGIONAL DISTRICT CIRCULATION							
ALBERNI-CLAYOQUOT		11,700			834	7	
BULKLEY-NECHAKO		12,000			683	6	
CAPITAL		125,500			1,552	1	1
CARIBOO		20,300			2,260	11	1
CENTRAL COAST		1,200			106	9	
CEN. FRAZER VALLEY		29,600			4,679	16	3
CENTRAL KOOTENAY		20,600			1,810	9	1
CENTRAL OKANAGAN		44,100			2,777	6	2
COLUMBIA-SHUSWAP		16,200			1,401	9	1
COMOX-STRATHCONA		32,000			1,933	6	1
COWICHAN VALLEY		23,400			791	3	
DEWDNEY-ALOUETTE		31,200			7,374	24	4
EAST KOOTENAY		17,900			986	6	1
FRASER-CHEAM		26,900			5,241	19	3

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DAILY NEWSPAPER CIRCULATION BY MARKETS & REGIONAL DISTRICTS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
BRITISH COLUMBIA (cont.)							
FRASER-FORT GEORGE		29,500			958	3	1
• GREATER VANCOUVER		598,400			130,715	22	71
KITIMAT-STIKINE		12,800			1,163	9	1
KOOTENAY BOUNDARY		12,500			1,403	11	1
MOUNT WADDINGTON		4,700			673	14	
NANAIMO		39,600			2,821	7	2
NORTH OKANAGAN		23,400			1,492	6	1
OKANAGAN-SIMILKAMEEN		27,900			3,511	13	2
PEACE RIVER		17,700			658	4	
POWELL RIVER		7,600			889	12	
SKEENA-Q.CHARLOTTE		8,000			634	8	
SQUAMISH-LILLOOET		8,700			2,493	29	1
SUNSHINE COAST		8,700			1,048	12	1
THOMPSON-NICOLA		37,300			3,676	10	2
REMAINDER OF CIRCULATION					294		
VANCOUVER PROVINCE	9/91			SUNDAY			
CITY ZONE		397,100			96,080	24	43
RETAIL TRADING ZONE		305,400			84,192	28	37
TOTAL ZONES		702,500			180,272	26	80
CENSUS METROPOLITAN AREA		619,600			154,691	25	69
TOTAL PAID CIRCULATION					224,750		
REGIONAL DISTRICT CIRCULATION							
ALBERNI-CLAYOQUOT		11,700			999	9	
BULKLEY-NECHAKO		12,000			753	6	
CAPITAL		125,500			1,928	2	1
CARIBOO		20,300			2,911	14	1
CENTRAL COAST		1,200			147	12	
CEN. FRAZER VALLEY		29,600			5,905	20	3
CENTRAL KOOTENAY		20,600			2,297	11	1
CENTRAL OKANAGAN		44,100			3,970	9	2
COLUMBIA-SHUSWAP		16,200			1,729	11	1
COMOX-STRATHCONA		32,000			2,412	8	1
COWICHAN VALLEY		23,400			954	4	
DEWDNEY-ALOUETTE		31,200			8,902	29	4
EAST KOOTENAY		17,900			1,124	6	1
FRASER-CHEAM		26,900			6,408	24	3
FRASER-FORT GEORGE		29,500			1,661	6	1
• GREATER VANCOUVER		598,400			154,691	26	69
KITIMAT-STIKINE		12,800			1,744	14	1
KOOTENAY BOUNDARY		12,500			1,833	15	1
MOUNT WADDINGTON		4,700			826	18	
NANAIMO		39,600			3,575	9	2
NORTH OKANAGAN		23,400			2,199	9	1
OKANAGAN-SIMILKAMEEN		27,900			4,499	16	2
PEACE RIVER		17,700			953	5	
POWELL RIVER		7,600			1,097	14	
SKEENA-Q.CHARLOTTE		8,000			856	11	
SQUAMISH-LILLOOET		8,700			3,308	38	1
SUNSHINE COAST		8,700			1,408	16	1
THOMPSON-NICOLA		37,300			4,869	13	2
REMAINDER OF CIRCULATION					792		
VANCOUVER SUN	9/91			MORN (M-TH)			

*Denotes Home Regional District

DAILY NEWSPAPER CIRCULATION BY MARKETS & REGIONAL DISTRICTS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
BRITISH COLUMBIA (cont.)							
CITY ZONE		397,100			113,066	28	59
RETAIL TRADING ZONE		305,400			63,959	21	33
TOTAL ZONES		702,500			177,025	25	92
CENSUS METROPOLITAN AREA		619,600			164,908	27	86
TOTAL PAID CIRCULATION					192,609		
BRITISH COLUMBIA							
VANCOUVER			D10				
VANCOUVER SUN	9/91			MORN (M-TH)			
REGIONAL DISTRICT CIRCULATION							
ALBERNI-CLAYOQUOT		11,700			572	5	
CAPITAL		125,500			2,748	2	1
CARIBOO		20,300			424	2	
CEN. FRAZER VALLEY		29,600			4,447	15	2
CENTRAL KOOTENAY		20,600			391	2	
CENTRAL OKANAGAN		44,100			300	1	
COLUMBIA-SHUSWAP		16,200			334	2	
COMOX-STRATHCONA		32,000			2,190	7	1
COWICHAN VALLEY		23,400			1,040	4	1
DEWDNEY-ALOUETTE		31,200			5,538	18	3
EAST KOOTENAY		17,900			418	2	
FRASER-CHEAM		26,900			2,841	11	1
FRASER-FORT GEORGE		29,500			311	1	
* GREATER VANCOUVER		598,400			161,119	27	84
KOOTENAY BOUNDARY		12,500			329	3	
MOUNT WADDINGTON		4,700			331	7	
NANAIMO		39,600			2,515	6	1
NORTH OKANAGAN		23,400			264	1	
OKANAGAN-SIMILKAMEEN		27,900			488	2	
POWELL RIVER		7,600			864	11	
SQUAMISH-LILLOOET		8,700			1,256	14	1
SUNSHINE COAST		8,700			1,918	22	1
THOMPSON-NICOLA		37,300			618	2	
REMAINDER OF CIRCULATION					1,353		1
VANCOUVER SUN	9/91			FRIDAY			
CITY ZONE		397,100			152,124	38	58
RETAIL TRADING ZONE		305,400			87,974	29	34
TOTAL ZONES		702,500			240,098	34	92
CENSUS METROPOLITAN AREA		619,600			222,705	36	85
TOTAL PAID CIRCULATION					260,814		
REGIONAL DISTRICT CIRCULATION							
ALBERNI-CLAYOQUOT		11,700			686	6	
BULKLEY-NECHAKO		12,000			286	2	
CAPITAL		125,500			3,692	3	1
CARIBOO		20,300			666	3	
CEN. FRAZER VALLEY		29,600			6,554	22	3
CENTRAL KOOTENAY		20,600			573	3	
CENTRAL OKANAGAN		44,100			445	1	

*Denotes Home Regional District

DAILY NEWSPAPER CIRCULATION BY MARKETS & REGIONAL DISTRICTS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
BRITISH COLUMBIA (cont.)							
COLUMBIA-SHUSWAP		16,200			387	2	
COMOX-STRATHCONA		32,000			2,560	8	1
COWICHAN VALLEY		23,400			1,314	6	1
DEWDNEY-ALOUETTE		31,200			7,694	25	3
EAST KOOTENAY		17,900			478	3	
FRASER-CHEAM		26,900			4,049	15	2
FRASER-FORT GEORGE		29,500			466	2	
* GREATER VANCOUVER		598,400			217,414	36	83
KOOTENAY BOUNDARY		12,500			416	3	
MOUNT WADDINGTON		4,700			388	8	
NANAIMO		39,600			3,477	9	1
NORTH OKANAGAN		23,400			436	2	
OKANAGAN-SIMILKAMEEN		27,900			689	2	
POWELL RIVER		7,600			1,295	17	
SQUAMISH-LILLOOET		8,700			1,578	18	1
SUNSHINE COAST		8,700			2,934	34	1
THOMPSON-NICOLA		37,300			892	2	
REMAINDER OF CIRCULATION					1,119		
VANCOUVER SUN	9/91			SATURDAY			
CITY ZONE		397,100			143,846	36	55
RETAIL TRADING ZONE		305,400			85,689	28	33
TOTAL ZONES		702,500			229,535	33	88
CENSUS METROPOLITAN AREA		619,600			212,822	34	82
TOTAL PAID CIRCULATION					259,646		
REGIONAL DISTRICT CIRCULATION							
TORONTO		811,900			312		
CEN. DIV. 06		302,200			325		
CEN. DIV. 11		316,400			368		
ALBERNI-CLAYOQUOT		11,700			824	7	
BULKLEY-NECHA[illegible]		12,000			578	5	
CAPITAL		125,500			5,109	4	2
CARIBOO		20,300			851	4	
CEN. FRAZER VALLEY		29,600			6,056	20	2
CENTRAL KOOTENAY		20,600			782	4	
CENTRAL OKANAGAN		44,100			746	2	
COLUMBIA-SHUSWAP		16,200			497	3	
COMOX-STRATHCONA		32,000			3,464	11	1
COWICHAN VALLEY		23,400			1,528	7	1
DEWDNEY-ALOUETTE		31,200			7,325	23	3
EAST KOOTENAY		17,900			610	3	
FRASER-CHEAM		26,900			3,934	15	2
FRASER-FORT GEORGE		29,500			801	3	
* GREATER VANCOUVER		598,400			207,699	35	80
KITIMAT-STIKINE		12,800			412	3	
KOOTENAY BOUNDARY		12,500			541	4	
MOUNT WADDINGTON		4,700			510	11	
NANAIMO		39,600			3,886	10	1
NORTH OKANAGAN		23,400			637	3	
OKANAGAN-SIMILKAMEEN		27,900			931	3	
PEACE RIVER		17,700			345	2	
POWELL RIVER		7,600			1,270	17	
SKEENA-Q.CHARLOTTE		8,000			333	4	
SQUAMISH-LILLOOET		8,700			1,948	22	1

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*Denotes Home Regional District

DAILY NEWSPAPER CIRCULATION BY MARKETS & REGIONAL DISTRICTS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
BRITISH COLUMBIA (cont.)							
SUNSHINE COAST		8,700			2,729	31	1
THOMPSON-NICOLA		37,300			1,304	3	1
YUKON		10,200			267	3	
REMAINDER OF CIRCULATION					2,062		1
VERNON			K13				
VERNON DAILY NEWS	12/91			EVE (M-S)			
CITY ZONE		12,700			6,723	53	82
RETAIL TRADING ZONE		9,700			1,349	14	16
TOTAL ZONES		22,400			8,072	36	98
TOTAL PAID CIRCULATION					8,248		
REGIONAL DISTRICT CIRCULATION							
* NORTH OKANAGAN		23,400			8,072	34	98
REMAINDER OF CIRCULATION					176		2
VICTORIA			N 7				
VICTORIA TIMES-COLONIST	9/91			MORN (M-S)			
NEWSPAPER DESIGNATED MARKET		101,900			57,552	56	75
RETAIL TRADING ZONE		47,000			13,252	28	17
TOTAL ZONES		148,900			70,804	48	92
CENSUS METROPOLITAN AREA		121,200			65,449	54	85
TOTAL PAID CIRCULATION					77,205		
REGIONAL DISTRICT CIRCULATION							
ALBERNI-CLAYOQUOT		11,700			1,104	9	1
* CAPITAL		125,500			65,449	52	85
COMOX-STRATHCONA		32,000			1,912	6	2
COWICHAN VALLEY		23,400			5,355	23	7
NANAIMO		39,600			3,225	8	4
REMAINDER OF CIRCULATION					160		
VICTORIA TIMES-COLONIST	9/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		101,900			54,829	54	74
RETAIL TRADING ZONE		47,000			12,884	27	17
TOTAL ZONES		148,900			67,713	45	91
CENSUS METROPOLITAN AREA		121,200			62,388	51	84
TOTAL PAID CIRCULATION					74,232		
REGIONAL DISTRICT CIRCULATION							
ALBERNI-CLAYOQUOT		11,700			1,009	9	1
* CAPITAL		125,500			62,388	50	84
COMOX-STRATHCONA		32,000			1,887	6	3
COWICHAN VALLEY		23,400			5,325	23	7
NANAIMO		39,600			3,437	9	5

*Denotes Home Regional District

DAILY NEWSPAPER CIRCULATION BY MARKETS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
YUKON							
WHITEHORSE			J 3				
WHITEHORSE STAR	6/91			EVE (M-TH)			
CITY ZONE		5,900			3,050	52	95
RETAIL TRADING ZONE		4,800			81	2	3
TOTAL ZONES		10,700			3,131	29	97
TOTAL PAID CIRCULATION					3,219		
* YUKON		10,200			3,131	31	97
REMAINDER OF CIRCULATION					88		3
NORTHWEST TERRITORIES							
REMAINDER							

Part I

SECTION B

Daily Newspaper Circulation & Coverage Analysis By County, Census Division, Regional District or Territory

These alphabetical and numberic listings of counties or census divisions by province report the circulation and circulation/occupied household ratio of all daily newspaper members having at least 250 copies or a 5 percent circulation/occupied household ratio. As in Section A, 1991 occupied household estimates are shown.

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
NEWFOUNDLAND					
CEN. DIV. 01	73,900	R13			
* ST. JOHN'S EVENING TELEGRAM			EVE	35,592	48
* ST. JOHN'S EVENING TELEGRAM			WEEKEND	47,619	64
* ST. JOHN'S EVENING TELEGRAM			SUNDAY	32,278	44
CEN. DIV. 02	8,700	R10			
ST. JOHN'S EVENING TELEGRAM			WEEKEND	1,937	22
ST. JOHN'S EVENING TELEGRAM			SUNDAY	650	7
CEN. DIV. 04	8,200	O 3			
CORNER BROOK WESTERN STAR			EVE	2,323	28
CEN. DIV. 05	14,000	M 5			
* CORNER BROOK WESTERN STAR			EVE	7,809	56
ST. JOHN'S EVENING TELEGRAM			WEEKEND	276	2
CEN. DIV. 06	12,800	N 8			
ST. JOHN'S EVENING TELEGRAM			EVE	1,493	12
ST. JOHN'S EVENING TELEGRAM			WEEKEND	2,878	22
ST. JOHN'S EVENING TELEGRAM			SUNDAY	1,474	12
CEN. DIV. 07	13,300	N11			
ST. JOHN'S EVENING TELEGRAM			EVE	883	7
ST. JOHN'S EVENING TELEGRAM			WEEKEND	2,980	22
ST. JOHN'S EVENING TELEGRAM			SUNDAY	1,123	8
CEN. DIV. 08	15,700	L 7			
CORNER BROOK WESTERN STAR			EVE	391	2
ST. JOHN'S EVENING TELEGRAM			WEEKEND	497	3
CEN. DIV. 09	7,100	I 6			
CORNER BROOK WESTERN STAR			EVE	370	5
CEN. DIV. 10	8,100	E 4			
ST. JOHN'S EVENING TELEGRAM			EVE	298	4
ST. JOHN'S EVENING TELEGRAM			WEEKEND	529	7
ST. JOHN'S EVENING TELEGRAM			SUNDAY	288	4

*Denotes Newspaper Published Within Census Division

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
PRINCE EDWARD ISLAND					
KINGS	6,400	F14			
CHARLOTTETOWN GUARDIAN, EVENING PATRIOT			MORN/EVE	3,519	55
CHARLOTTETOWN GUARDIAN, EVENING PATRIOT			MORN	3,304	52
PRINCE	14,600	D11			
CHARLOTTETOWN GUARDIAN, EVENING PATRIOT			MORN/EVE	2,303	16
CHARLOTTETOWN GUARDIAN, EVENING PATRIOT			MORN	2,297	16
* SUMMERSIDE JOURNAL-PIONEER			EVE	9,729	67
QUEENS	22,600	F13			
* CHARLOTTETOWN GUARDIAN, EVENING PATRIOT			MORN/EVE	18,339	81
* CHARLOTTETOWN GUARDIAN, EVENING PATRIOT			MORN	13,663	60
* CHARLOTTETOWN GUARDIAN, EVENING PATRIOT			EVE	4,676	21
SUMMERSIDE JOURNAL-PIONEER			EVE	787	3
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	543	2
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	543	2
NOVA SCOTIA					
ANNAPOLIS	8,400	J10			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	3,244	39
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	3,250	39
HALIFAX DAILY NEWS			SUNDAY	288	3
ANTIGONISH	5,900	G15			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	3,342	57
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	3,337	57
HALIFAX DAILY NEWS			SUNDAY	397	7
CAPE BRETON	40,000	F18			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	4,741	12
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	4,738	12
HALIFAX DAILY NEWS			MORN	469	1
HALIFAX DAILY NEWS			SUNDAY	1,239	3
* SYDNEY CAPE BRETON POST			MORN	28,846	72
COLCHESTER	17,300	H13			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	6,927	40
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	6,876	40
HALIFAX DAILY NEWS			MORN	409	2
HALIFAX DAILY NEWS			SUNDAY	929	5
* TRURO DAILY NEWS			EVE	8,277	48
* TRURO DAILY NEWS			SATURDAY	9,756	56
CUMBERLAND	12,700	H11			
* AMHERST DAILY NEWS			MORN	3,738	29
* AMHERST DAILY NEWS			SUNDAY	5,472	43
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	4,647	37
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	4,643	37
MONCTON TIMES-TRANSCRIPT			SATURDAY	425	3
DIGBY	7,600	K 9			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	2,807	37
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	2,805	37

*Denotes Newspaper Published Within County

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
GUYSBOROUGH	4,000	H15			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	1,644	41
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	1,647	41
HALIFAX	117,800	I14			
* HALIFAX CHRONICLE-HERALD, MAIL-STAR			EVE	51,931	44
* HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	71,537	61
* HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	19,606	17
* HALIFAX DAILY NEWS			MORN	21,952	19
* HALIFAX DAILY NEWS			SUNDAY	29,831	25
MONTREAL GAZETTE			SATURDAY	385	
HANTS	12,700	I12			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	7,768	61
HALIFAX CHRONICLE-HERALD, MAIL-STAR			EVE	1,406	11
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	6,362	50
HALIFAX DAILY NEWS			MORN	331	3
HALIFAX DAILY NEWS			SUNDAY	561	4
INVERNESS	7,400	F16			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	3,469	47
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	3,467	47
SYDNEY CAPE BRETON POST			MORN	914	12
KINGS	18,800	I11			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	8,060	43
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	8,024	43
HALIFAX DAILY NEWS			MORN	535	3
HALIFAX DAILY NEWS			SUNDAY	1,149	6
LUNENBERG	17,400	J11			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	6,632	38
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	6,552	38
HALIFAX DAILY NEWS			MORN	329	2
HALIFAX DAILY NEWS			SUNDAY	714	4
PICTOU	17,300	H14			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	5,105	30
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	5,113	30
HALIFAX DAILY NEWS			MORN	331	2
HALIFAX DAILY NEWS			SUNDAY	637	4
* NEW GLASGOW EVENING NEWS			EVE	10,797	62
QUEENS	4,900	K10			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	1,909	39
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	1,907	39
RICHMOND	3,800	G17			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	1,391	37
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	1,389	37
SYDNEY CAPE BRETON POST			MORN	377	10
SHELBURNE	6,400	L10			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	1,950	30
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	1,945	30

*Denotes Newspaper Published Within County

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
VICTORIA	2,900	E17			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	816	28
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	816	28
SYDNEY CAPE BRETON POST			MORN	892	31
YARMOUTH	10,700	L 9			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	3,518	33
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	3,516	33
NEW BRUNSWICK					
ALBERT	8,100	G10			
MONCTON TIMES-TRANSCRIPT			EVE	5,584	69
MONCTON TIMES-TRANSCRIPT			SATURDAY	6,850	85
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	356	4
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	356	4
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	396	5
CARLETON	8,800	F 4			
FREDERICTON DAILY GLEANER			EVE	1,003	11
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	2,089	24
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	2,090	24
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	2,226	25
CHARLOTTE	10,000	I 5			
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	3,876	39
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			EVE	485	5
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	3,391	34
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	4,233	42
GLOUCESTER	28,000	B 8			
* CARAQUET L'ACADIE NOUVELLE			MORN	10,009	36
MONCTON TIMES-TRANSCRIPT			EVE	1,299	5
MONCTON TIMES-TRANSCRIPT			SATURDAY	1,665	6
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	1,683	6
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	1,677	6
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	1,849	7
KENT	10,600	E 9			
CARAQUET L'ACADIE NOUVELLE			MORN	1,064	10
MONCTON TIMES-TRANSCRIPT			EVE	4,361	41
MONCTON TIMES-TRANSCRIPT			SATURDAY	5,864	55

*Denotes Newspaper Published Within County

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
KINGS	20,500	H 8			
MONCTON TIMES-TRANSCRIPT			EVE	446	2
MONCTON TIMES-TRANSCRIPT			SATURDAY	732	4
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			EVE	8,912	43
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	2,737	13
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	11,649	57
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	11,025	54
MADAWASKA	12,500	C 3			
CARAQUET L'ACADIE NOUVELLE			MORN	687	5
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	795	6
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	793	6
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	843	7
LE JOURNAL DE QUEBEC (F)			MORN	409	3
LE JOURNAL DE QUEBEC (F)			SATURDAY	442	4
LE JOURNAL DE QUEBEC (F)			SUNDAY	421	3
QUEBEC LE SOLEIL (F)			MORN	360	3
QUEBEC LE SOLEIL (F)			SATURDAY	461	4
QUEBEC LE SOLEIL (F)			SUNDAY	373	3
NORTHUMBERLAND	18,000	D 7			
CARAQUET L'ACADIE NOUVELLE			MORN	815	5
FREDERICTON DAILY GLEANER			EVE	1,139	6
MONCTON TIMES-TRANSCRIPT			EVE	3,082	17
MONCTON TIMES-TRANSCRIPT			SATURDAY	3,684	20
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	2,942	16
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	2,951	16
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	3,167	18
QUEENS	4,800	G 8			
FREDERICTON DAILY GLEANER			EVE	1,894	39
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	916	19
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	984	21
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	1,154	24

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COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
RESTIGOUCHE	13,300	B 5			
CARAQUET L'ACADIE NOUVELLE			MORN	696	5
MONCTON TIMES-TRANSCRIPT			EVE	1,040	8
MONCTON TIMES-TRANSCRIPT			SATURDAY	1,365	10
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	1,439	11
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	1,437	11
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	1,561	12
ST. JOHN	30,300	M14			
* SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	25,592	84
* SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			EVE	22,467	74
* SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	3,125	10
* SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	22,360	74
SUNBURY	7,400	G 7			
FREDERICTON DAILY GLEANER			EVE	4,306	58
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	337	5
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	338	5
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	448	6
VICTORIA	7,700	D 4			
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	1,783	23
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	1,783	23
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	1,893	25
WESTMORLAND	41,000	F10			
AMHERST DAILY NEWS			SUNDAY	294	1
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	583	1
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	595	1
CARAQUET L'ACADIE NOUVELLE			MORN	1,794	4
* MONCTON TIMES-TRANSCRIPT			EVE	26,664	65
* MONCTON TIMES-TRANSCRIPT			SATURDAY	33,096	81
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	1,823	4
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	1,846	5
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	2,002	5
MONTREAL LA PRESSE (F)			SATURDAY	306	1

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YORK	29,100	G 5			
* FREDERICTON DAILY GLEANER			EVE	21,338	73
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	4,326	15
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	4,361	15
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	5,276	18
QUEBEC					
ABITIBI	35,700	J 3			
CHICOUTIMI PROGRES-DIMANCHE (F)			SUNDAY	639	2
MONTREAL GAZETTE			MORN	307	1
MONTREAL GAZETTE			SATURDAY	492	1
MONTREAL GAZETTE			SUNDAY	252	1
LE JOURNAL DE MONTREAL (F)			MORN	2,914	8
LE JOURNAL DE MONTREAL (F)			SATURDAY	3,641	10
LE JOURNAL DE MONTREAL (F)			SUNDAY	3,180	9
MONTREAL LA PRESSE (F)			MORN	803	2
MONTREAL LA PRESSE (F)			SATURDAY	1,543	4
MONTREAL LA PRESSE (F)			SUNDAY	667	2
ARGENTEUIL	13,500	O 6			
MONTREAL GAZETTE			MORN	862	6
MONTREAL GAZETTE			SATURDAY	2,316	17
MONTREAL GAZETTE			SUNDAY	991	7
LE JOURNAL DE MONTREAL (F)			MORN	1,828	14
LE JOURNAL DE MONTREAL (F)			SATURDAY	2,461	18
LE JOURNAL DE MONTREAL (F)			SUNDAY	2,287	17
MONTREAL LA PRESSE (F)			MORN	658	5
MONTREAL LA PRESSE (F)			SATURDAY	1,540	11
MONTREAL LA PRESSE (F)			SUNDAY	782	6
ARTHABASKA	22,700	O15			
LE JOURNAL DE MONTREAL (F)			MORN	1,893	8
LE JOURNAL DE MONTREAL (F)			SATURDAY	2,397	11
LE JOURNAL DE MONTREAL (F)			SUNDAY	2,784	12
MONTREAL LA PRESSE (F)			MORN	1,153	5
MONTREAL LA PRESSE (F)			SATURDAY	1,771	8
MONTREAL LA PRESSE (F)			SUNDAY	1,209	5
SHERBROOKE LA TRIBUNE (F)			MORN	948	4
SHERBROOKE LA TRIBUNE (F)			SUNDAY	859	4
TROIS RIVIERES LE NOUVELLISTE (F)			MORN	422	2
BAGOT	10,600	Q12			
GRANBY LA VOIX DE L'EST (F)			MORN	318	3
LE JOURNAL DE MONTREAL (F)			MORN	1,113	11
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,508	14
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,618	15
MONTREAL LA PRESSE (F)			MORN	262	2
MONTREAL LA PRESSE (F)			SATURDAY	620	6
MONTREAL LA PRESSE (F)			SUNDAY	295	3

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BEAUCE	27,300	N19			
MONTREAL LA PRESSE (F)			SATURDAY	290	1
LE JOURNAL DE QUEBEC (F)			MORN	4,291	16
LE JOURNAL DE QUEBEC (F)			SATURDAY	4,769	17
LE JOURNAL DE QUEBEC (F)			SUNDAY	4,593	17
QUEBEC LE SOLEIL (F)			MORN	2,797	10
QUEBEC LE SOLEIL (F)			SATURDAY	3,508	13
QUEBEC LE SOLEIL (F)			SUNDAY	2,440	9
BEAUHARNOIS	21,900	R27			
MONTREAL GAZETTE			SATURDAY	310	1
LE JOURNAL DE MONTREAL (F)			MORN	4,908	22
LE JOURNAL DE MONTREAL (F)			SATURDAY	5,671	26
LE JOURNAL DE MONTREAL (F)			SUNDAY	5,292	24
MONTREAL LA PRESSE (F)			MORN	2,154	10
MONTREAL LA PRESSE (F)			SATURDAY	2,965	14
MONTREAL LA PRESSE (F)			SUNDAY	2,108	10
BELLECHASSE	7,700	L21			
LE JOURNAL DE QUEBEC (F)			MORN	1,202	16
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,479	19
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,224	16
QUEBEC LE SOLEIL (F)			MORN	1,570	20
QUEBEC LE SOLEIL (F)			SATURDAY	1,842	24
QUEBEC LE SOLEIL (F)			SUNDAY	1,287	17
BERTHIER	13,500	M10			
LE JOURNAL DE MONTREAL (F)			MORN	2,078	15
LE JOURNAL DE MONTREAL (F)			SATURDAY	3,083	23
LE JOURNAL DE MONTREAL (F)			SUNDAY	2,724	20
MONTREAL LA PRESSE (F)			MORN	508	4
MONTREAL LA PRESSE (F)			SATURDAY	1,317	10
MONTREAL LA PRESSE (F)			SUNDAY	582	4
BONAVENTURE	13,700	D30			
LE JOURNAL DE QUEBEC (F)			MORN	973	7
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,061	8
LE JOURNAL DE QUEBEC (F)			SUNDAY	866	6
QUEBEC LE SOLEIL (F)			MORN	1,109	8
QUEBEC LE SOLEIL (F)			SATURDAY	1,219	9
QUEBEC LE SOLEIL (F)			SUNDAY	988	7
BROME	6,900	S13			
GRANBY LA VOIX DE L'EST (F)			MORN	706	10
MONTREAL GAZETTE			MORN	491	7
MONTREAL GAZETTE			SATURDAY	1,607	23
MONTREAL GAZETTE			SUNDAY	566	8
LE JOURNAL DE MONTREAL (F)			MORN	383	6
LE JOURNAL DE MONTREAL (F)			SATURDAY	649	9
LE JOURNAL DE MONTREAL (F)			SUNDAY	720	10
MONTREAL LA PRESSE (F)			SATURDAY	1,388	20
MONTREAL LA PRESSE (F)			SUNDAY	508	7
SHERBROOKE RECORD			MORN	962	14

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CHAMBLY	129,500	P30			
MONTREAL LE DEVOIR (F)			MORN	1,228	1
MONTREAL LE DEVOIR (F)			SATURDAY	1,396	1
MONTREAL GAZETTE			MORN	8,201	6
MONTREAL GAZETTE			SATURDAY	12,553	10
MONTREAL GAZETTE			SUNDAY	8,449	7
LE JOURNAL DE MONTREAL (F)			MORN	22,155	17
LE JOURNAL DE MONTREAL (F)			SATURDAY	26,785	21
LE JOURNAL DE MONTREAL (F)			SUNDAY	23,329	18
MONTREAL LA PRESSE (F)			MORN	20,416	16
MONTREAL LA PRESSE (F)			SATURDAY	31,442	24
MONTREAL LA PRESSE (F)			SUNDAY	20,985	16
CHAMPLAIN	47,500	L13			
MONTREAL GAZETTE			SATURDAY	255	1
LE JOURNAL DE MONTREAL (F)			MORN	3,046	6
LE JOURNAL DE MONTREAL (F)			SATURDAY	4,235	9
LE JOURNAL DE MONTREAL (F)			SUNDAY	5,813	12
MONTREAL LA PRESSE (F)			MORN	1,007	2
MONTREAL LA PRESSE (F)			SATURDAY	2,079	4
MONTREAL LA PRESSE (F)			SUNDAY	1,634	3
TROIS RIVIERES LE NOUVELLISTE (F)			MORN	22,970	48
CHARLEVOIX-EST	5,700	G20			
LE JOURNAL DE QUEBEC (F)			MORN	933	16
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,026	18
LE JOURNAL DE QUEBEC (F)			SUNDAY	910	16
QUEBEC LE SOLEIL (F)			MORN	953	17
QUEBEC LE SOLEIL (F)			SATURDAY	1,030	18
QUEBEC LE SOLEIL (F)			SUNDAY	844	15
CHARLEVOIX-OUEST	4,700	G19			
LE JOURNAL DE QUEBEC (F)			MORN	737	16
LE JOURNAL DE QUEBEC (F)			SATURDAY	819	17
LE JOURNAL DE QUEBEC (F)			SUNDAY	757	16
QUEBEC LE SOLEIL (F)			MORN	769	16
QUEBEC LE SOLEIL (F)			SATURDAY	861	18
QUEBEC LE SOLEIL (F)			SUNDAY	696	15
CHATEAUGUAY	23,500	S28			
MONTREAL GAZETTE			MORN	2,464	10
MONTREAL GAZETTE			SATURDAY	4,327	18
MONTREAL GAZETTE			SUNDAY	2,711	12
LE JOURNAL DE MONTREAL (F)			MORN	3,508	15
LE JOURNAL DE MONTREAL (F)			SATURDAY	4,640	20
LE JOURNAL DE MONTREAL (F)			SUNDAY	4,218	18
MONTREAL LA PRESSE (F)			MORN	2,028	9
MONTREAL LA PRESSE (F)			SATURDAY	3,136	13
MONTREAL LA PRESSE (F)			SUNDAY	2,077	9

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CHICOUTIMI	60,600	J 8			
* CHICOUTIMI PROGRES-DIMANCHE (F)			SUNDAY	34,084	56
* CHICOUTIMI LE QUOTIDIEN (F)			MORN	22,533	37
MONTREAL LE DEVOIR (F)			MORN	449	1
MONTREAL LE DEVOIR (F)			SATURDAY	422	1
MONTREAL GAZETTE			MORN	251	
MONTREAL GAZETTE			SATURDAY	378	1
MONTREAL LA PRESSE (F)			MORN	1,330	2
MONTREAL LA PRESSE (F)			SATURDAY	2,163	4
MONTREAL LA PRESSE (F)			SUNDAY	961	2
LE JOURNAL DE QUEBEC (F)			MORN	5,753	9
LE JOURNAL DE QUEBEC (F)			SATURDAY	4,974	8
LE JOURNAL DE QUEBEC (F)			SUNDAY	4,277	7
QUEBEC LE SOLEIL (F)			MORN	542	1
QUEBEC LE SOLEIL (F)			SATURDAY	779	1
QUEBEC LE SOLEIL (F)			SUNDAY	427	1
COMPTON	7,400	R17			
LE JOURNAL DE MONTREAL (F)			SUNDAY	314	4
SHERBROOKE RECORD			MORN	532	7
SHERBROOKE LA TRIBUNE (F)			MORN	2,090	28
SHERBROOKE LA TRIBUNE (F)			SUNDAY	2,397	32
DEUX-MONTAGNES	33,600	O26			
MONTREAL GAZETTE			MORN	1,680	5
MONTREAL GAZETTE			SATURDAY	2,736	8
MONTREAL GAZETTE			SUNDAY	1,805	5
LE JOURNAL DE MONTREAL (F)			MORN	5,758	17
LE JOURNAL DE MONTREAL (F)			SATURDAY	8,011	24
LE JOURNAL DE MONTREAL (F)			SUNDAY	7,362	22
MONTREAL LA PRESSE (F)			MORN	2,522	8
MONTREAL LA PRESSE (F)			SATURDAY	4,639	14
MONTREAL LA PRESSE (F)			SUNDAY	2,732	8
DORCHESTER	11,000	M20			
LE JOURNAL DE QUEBEC (F)			MORN	1,698	15
LE JOURNAL DE QUEBEC (F)			SATURDAY	2,048	19
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,749	16
QUEBEC LE SOLEIL (F)			MORN	1,847	17
QUEBEC LE SOLEIL (F)			SATURDAY	2,189	20
QUEBEC LE SOLEIL (F)			SUNDAY	1,426	13
DRUMMOND	28,700	P14			
LE JOURNAL DE MONTREAL (F)			MORN	3,923	14
LE JOURNAL DE MONTREAL (F)			SATURDAY	4,722	16
LE JOURNAL DE MONTREAL (F)			SUNDAY	4,732	16
MONTREAL LA PRESSE (F)			MORN	1,094	4
MONTREAL LA PRESSE (F)			SATURDAY	1,942	7
MONTREAL LA PRESSE (F)			SUNDAY	1,164	4
SHERBROOKE LA TRIBUNE (F)			MORN	1,858	6
SHERBROOKE LA TRIBUNE (F)			SUNDAY	1,890	7

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FRONTENAC	9,400	Q19			
LE JOURNAL DE QUEBEC (F)			MORN	678	7
LE JOURNAL DE QUEBEC (F)			SATURDAY	829	9
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,016	11
SHERBROOKE LA TRIBUNE (F)			MORN	1,009	11
SHERBROOKE LA TRIBUNE (F)			SUNDAY	1,108	12
GASPE-EST	12,900	C31			
LE JOURNAL DE QUEBEC (F)			MORN	753	6
LE JOURNAL DE QUEBEC (F)			SATURDAY	857	7
LE JOURNAL DE QUEBEC (F)			SUNDAY	782	6
QUEBEC LE SOLEIL (F)			MORN	933	7
QUEBEC LE SOLEIL (F)			SATURDAY	1,027	8
QUEBEC LE SOLEIL (F)			SUNDAY	793	6
GASPE-OUEST	5,500	B30			
QUEBEC LE SOLEIL (F)			MORN	746	14
QUEBEC LE SOLEIL (F)			SATURDAY	820	15
QUEBEC LE SOLEIL (F)			SUNDAY	645	12
GATINEAU	21,700	M 4			
MONTREAL GAZETTE			MORN	381	2
MONTREAL GAZETTE			SATURDAY	587	3
MONTREAL GAZETTE			SUNDAY	330	2
LE JOURNAL DE MONTREAL (F)			MORN	649	3
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,027	5
LE JOURNAL DE MONTREAL (F)			SUNDAY	980	5
MONTREAL LA PRESSE (F)			MORN	871	4
MONTREAL LA PRESSE (F)			SATURDAY	1,609	7
MONTREAL LA PRESSE (F)			SUNDAY	1,272	6
OTTAWA CITIZEN			ALL DAY	4,174	19
OTTAWA CITIZEN			SATURDAY	6,662	31
OTTAWA CITIZEN			SUNDAY	4,201	19
OTTAWA LE DROIT			ALL DAY	3,834	18
OTTAWA LE DROIT			SATURDAY	4,826	22
OTTAWA SUN			MORN	390	2
OTTAWA SUN			SUNDAY	631	3
HULL	58,300	R 2			
MONTREAL LE DEVOIR (F)			MORN	797	1
MONTREAL LE DEVOIR (F)			SATURDAY	905	2
MONTREAL GAZETTE			MORN	288	
MONTREAL GAZETTE			SATURDAY	316	1
LE JOURNAL DE MONTREAL (F)			MORN	4,654	8
LE JOURNAL DE MONTREAL (F)			SATURDAY	5,142	9
LE JOURNAL DE MONTREAL (F)			SUNDAY	6,513	11
MONTREAL LA PRESSE (F)			MORN	1,026	2
MONTREAL LA PRESSE (F)			SATURDAY	1,774	3
MONTREAL LA PRESSE (F)			SUNDAY	999	2
OTTAWA CITIZEN			ALL DAY	6,208	11
OTTAWA CITIZEN			SATURDAY	8,405	14
OTTAWA CITIZEN			SUNDAY	4,797	8
OTTAWA LE DROIT			ALL DAY	16,743	29
OTTAWA LE DROIT			SATURDAY	20,509	35
OTTAWA SUN			MORN	1,093	2
OTTAWA SUN			SUNDAY	1,118	2

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HUNTINGDON	6,900	S25			
MONTREAL GAZETTE			MORN	601	9
MONTREAL GAZETTE			SATURDAY	1,330	19
MONTREAL GAZETTE			SUNDAY	567	8
LE JOURNAL DE MONTREAL (F)			MORN	452	7
LE JOURNAL DE MONTREAL (F)			SATURDAY	633	9
LE JOURNAL DE MONTREAL (F)			SUNDAY	671	10
MONTREAL LA PRESSE (F)			SATURDAY	303	4
IBERVILLE	9,600	R32			
LE JOURNAL DE MONTREAL (F)			MORN	1,449	15
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,833	19
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,771	18
MONTREAL LA PRESSE (F)			MORN	483	5
MONTREAL LA PRESSE (F)			SATURDAY	810	8
MONTREAL LA PRESSE (F)			SUNDAY	424	4
ILE-DE-MONTREAL	741,000	E12			
* MONTREAL LE DEVOIR (F)			MORN	12,867	2
* MONTREAL LE DEVOIR (F)			SATURDAY	13,103	2
* MONTREAL GAZETTE			MORN	125,597	17
* MONTREAL GAZETTE			SATURDAY	171,869	23
* MONTREAL GAZETTE			SUNDAY	113,352	15
* LE JOURNAL DE MONTREAL (F)			MORN	121,348	16
* LE JOURNAL DE MONTREAL (F)			SATURDAY	120,361	16
* LE JOURNAL DE MONTREAL (F)			SUNDAY	102,794	14
* MONTREAL LA PRESSE (F)			MORN	88,240	12
* MONTREAL LA PRESSE (F)			SATURDAY	129,263	17
* MONTREAL LA PRESSE (F)			SUNDAY	75,649	10
QUEBEC LE SOLEIL (F)			MORN	1,011	
QUEBEC LE SOLEIL (F)			SATURDAY	1,013	
QUEBEC LE SOLEIL (F)			SUNDAY	622	
OTTAWA CITIZEN			ALL DAY	420	
OTTAWA CITIZEN			SATURDAY	1,307	
OTTAWA CITIZEN			SUNDAY	323	
TORONTO STAR			ALL DAY	343	
TORONTO STAR			SATURDAY	1,239	
TORONTO STAR			SUNDAY	409	
ILE-JESUS	121,200	C12			
MONTREAL LE DEVOIR (F)			MORN	653	1
MONTREAL LE DEVOIR (F)			SATURDAY	768	1
MONTREAL GAZETTE			MORN	5,642	5
MONTREAL GAZETTE			SATURDAY	9,740	8
MONTREAL GAZETTE			SUNDAY	5,824	5
LE JOURNAL DE MONTREAL (F)			MORN	21,217	18
LE JOURNAL DE MONTREAL (F)			SATURDAY	25,571	21
LE JOURNAL DE MONTREAL (F)			SUNDAY	22,995	19
MONTREAL LA PRESSE (F)			MORN	16,327	13
MONTREAL LA PRESSE (F)			SATURDAY	25,296	21
MONTREAL LA PRESSE (F)			SUNDAY	16,332	13
ILES-DE-LA-MADELEINE	4,900	J24			
LE JOURNAL DE MONTREAL (F)			MORN	263	5
LE JOURNAL DE MONTREAL (F)			SATURDAY	289	6
LE JOURNAL DE MONTREAL (F)			SUNDAY	260	5

*Denotes Newspaper Published Within County

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
JOLIETTE	26,500	L30			
LE JOURNAL DE MONTREAL (F)			MORN	4,734	18
LE JOURNAL DE MONTREAL (F)			SATURDAY	6,255	24
LE JOURNAL DE MONTREAL (F)			SUNDAY	5,567	21
MONTREAL LA PRESSE (F)			MORN	1,892	7
MONTREAL LA PRESSE (F)			SATURDAY	3,587	14
MONTREAL LA PRESSE (F)			SUNDAY	1,989	8
KAMOURASKA	9,500	H21			
LE JOURNAL DE QUEBEC (F)			MORN	972	10
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,150	12
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,026	11
QUEBEC LE SOLEIL (F)			MORN	1,128	12
QUEBEC LE SOLEIL (F)			SATURDAY	1,431	15
QUEBEC LE SOLEIL (F)			SUNDAY	1,056	11
LABELLE	13,400	M 4			
LE JOURNAL DE MONTREAL (F)			MORN	1,668	12
LE JOURNAL DE MONTREAL (F)			SATURDAY	2,647	20
LE JOURNAL DE MONTREAL (F)			SUNDAY	2,180	16
MONTREAL LA PRESSE (F)			MORN	520	4
MONTREAL LA PRESSE (F)			SATURDAY	1,192	9
MONTREAL LA PRESSE (F)			SUNDAY	588	4
LAC-ST-JEAN-EST	16,000	J 7			
CHICOUTIMI PROGRES-DIMANCHE (F)			SUNDAY	6,651	42
CHICOUTIMI LE QUOTIDIEN (F)			MORN	4,605	29
MONTREAL LA PRESSE (F)			MORN	251	2
MONTREAL LA PRESSE (F)			SATURDAY	402	3
LE JOURNAL DE QUEBEC (F)			MORN	2,019	13
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,800	11
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,603	10
LAC-ST-JEAN-OUEST	20,400	J 6			
CHICOUTIMI PROGRES-DIMANCHE (F)			SUNDAY	7,666	38
CHICOUTIMI LE QUOTIDIEN (F)			MORN	3,898	19
MONTREAL LA PRESSE (F)			MORN	288	1
MONTREAL LA PRESSE (F)			SATURDAY	414	2
LE JOURNAL DE QUEBEC (F)			MORN	2,548	12
LE JOURNAL DE QUEBEC (F)			SATURDAY	2,276	11
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,955	10
QUEBEC LE SOLEIL (F)			SATURDAY	363	2
LAPRAIRIE	44,500	Q30			
MONTREAL LE DEVOIR (F)			MORN	266	1
MONTREAL LE DEVOIR (F)			SATURDAY	352	1
MONTREAL GAZETTE			MORN	4,032	9
MONTREAL GAZETTE			SATURDAY	6,855	15
MONTREAL GAZETTE			SUNDAY	4,314	10
LE JOURNAL DE MONTREAL (F)			MORN	7,125	16
LE JOURNAL DE MONTREAL (F)			SATURDAY	9,525	21
LE JOURNAL DE MONTREAL (F)			SUNDAY	8,692	20
MONTREAL LA PRESSE (F)			MORN	6,567	15
MONTREAL LA PRESSE (F)			SATURDAY	10,397	23
MONTREAL LA PRESSE (F)			SUNDAY	6,896	15

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COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
L'ASSOMPTION	50,500	N28			
MONTREAL GAZETTE			MORN	294	1
MONTREAL GAZETTE			SATURDAY	737	1
MONTREAL GAZETTE			SUNDAY	345	1
LE JOURNAL DE MONTREAL (F)			MORN	11,707	23
LE JOURNAL DE MONTREAL (F)			SATURDAY	15,837	31
LE JOURNAL DE MONTREAL (F)			SUNDAY	14,573	29
MONTREAL LA PRESSE (F)			MORN	5,771	11
MONTREAL LA PRESSE (F)			SATURDAY	9,576	19
MONTREAL LA PRESSE (F)			SUNDAY	6,447	13
LEVIS	40,800	L18			
MONTREAL LE DEVOIR (F)			MORN	288	1
MONTREAL LE DEVOIR (F)			SATURDAY	320	1
MONTREAL LA PRESSE (F)			MORN	251	1
MONTREAL LA PRESSE (F)			SATURDAY	430	1
MONTREAL LA PRESSE (F)			SUNDAY	260	1
LE JOURNAL DE QUEBEC (F)			MORN	9,395	23
LE JOURNAL DE QUEBEC (F)			SATURDAY	10,520	26
LE JOURNAL DE QUEBEC (F)			SUNDAY	9,536	23
QUEBEC LE SOLEIL (F)			MORN	9,503	23
QUEBEC LE SOLEIL (F)			SATURDAY	14,257	35
QUEBEC LE SOLEIL (F)			SUNDAY	8,494	21
L'ISLET	7,200	I20			
LE JOURNAL DE QUEBEC (F)			MORN	648	9
LE JOURNAL DE QUEBEC (F)			SATURDAY	864	12
LE JOURNAL DE QUEBEC (F)			SUNDAY	699	10
QUEBEC LE SOLEIL (F)			MORN	1,256	17
QUEBEC LE SOLEIL (F)			SATURDAY	1,431	20
QUEBEC LE SOLEIL (F)			SUNDAY	1,130	16
LOTBINIERE	10,500	M16			
LE JOURNAL DE QUEBEC (F)			MORN	1,198	11
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,695	16
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,228	12
QUEBEC LE SOLEIL (F)			MORN	2,278	22
QUEBEC LE SOLEIL (F)			SATURDAY	2,696	26
QUEBEC LE SOLEIL (F)			SUNDAY	1,908	18
MASKINONGE	8,000	L10			
LE JOURNAL DE MONTREAL (F)			MORN	555	7
LE JOURNAL DE MONTREAL (F)			SATURDAY	946	12
LE JOURNAL DE MONTREAL (F)			SUNDAY	948	12
MONTREAL LA PRESSE (F)			SATURDAY	266	3
TROIS RIVIERES LE NOUVELLISTE (F)			MORN	2,285	29
MATANE	10,400	C27			
LE JOURNAL DE QUEBEC (F)			MORN	844	8
LE JOURNAL DE QUEBEC (F)			SATURDAY	927	9
LE JOURNAL DE QUEBEC (F)			SUNDAY	743	7
QUEBEC LE SOLEIL (F)			MORN	1,103	11
QUEBEC LE SOLEIL (F)			SATURDAY	1,262	12
QUEBEC LE SOLEIL (F)			SUNDAY	974	9

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COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
MATAPEDIA	7,800	D26			
LE JOURNAL DE QUEBEC (F)			MORN	501	6
LE JOURNAL DE QUEBEC (F)			SATURDAY	609	8
LE JOURNAL DE QUEBEC (F)			SUNDAY	440	6
QUEBEC LE SOLEIL (F)			MORN	561	7
QUEBEC LE SOLEIL (F)			SATURDAY	665	9
QUEBEC LE SOLEIL (F)			SUNDAY	480	6
MEGANTIC	19,000	N17			
LE JOURNAL DE MONTREAL (F)			MORN	268	1
LE JOURNAL DE MONTREAL (F)			SATURDAY	339	2
LE JOURNAL DE MONTREAL (F)			SUNDAY	404	2
MONTREAL LA PRESSE (F)			MORN	281	1
MONTREAL LA PRESSE (F)			SATURDAY	506	3
MONTREAL LA PRESSE (F)			SUNDAY	276	1
LE JOURNAL DE QUEBEC (F)			MORN	2,055	11
LE JOURNAL DE QUEBEC (F)			SATURDAY	2,236	12
LE JOURNAL DE QUEBEC (F)			SUNDAY	2,340	12
QUEBEC LE SOLEIL (F)			MORN	1,834	10
QUEBEC LE SOLEIL (F)			SATURDAY	2,216	12
QUEBEC LE SOLEIL (F)			SUNDAY	1,530	8
SHERBROOKE LA TRIBUNE (F)			MORN	576	3
SHERBROOKE LA TRIBUNE (F)			SUNDAY	588	3
MISSISQUOI	13,600	T12			
GRANBY LA VOIX DE L'EST (F)			MORN	2,057	15
MONTREAL GAZETTE			MORN	488	4
MONTREAL GAZETTE			SATURDAY	1,077	8
MONTREAL GAZETTE			SUNDAY	426	3
LE JOURNAL DE MONTREAL (F)			MORN	1,402	10
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,764	13
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,898	14
MONTREAL LA PRESSE (F)			MORN	608	4
MONTREAL LA PRESSE (F)			SATURDAY	1,232	9
MONTREAL LA PRESSE (F)			SUNDAY	626	5
SHERBROOKE RECORD			MORN	441	3
MONTCALM	13,400	L28			
MONTREAL GAZETTE			MORN	333	2
MONTREAL GAZETTE			SATURDAY	807	6
LE JOURNAL DE MONTREAL (F)			MORN	1,993	15
LE JOURNAL DE MONTREAL (F)			SATURDAY	3,503	26
LE JOURNAL DE MONTREAL (F)			SUNDAY	3,096	23
MONTREAL LA PRESSE (F)			MORN	545	4
MONTREAL LA PRESSE (F)			SATURDAY	1,955	15
MONTREAL LA PRESSE (F)			SUNDAY	685	5
MONTMAGNY	8,600	K21			
LE JOURNAL DE QUEBEC (F)			MORN	1,487	17
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,758	20
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,549	18
QUEBEC LE SOLEIL (F)			MORN	1,440	17
QUEBEC LE SOLEIL (F)			SATURDAY	1,691	20
QUEBEC LE SOLEIL (F)			SUNDAY	1,262	15

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MONTMORENCY NO. 1	8,500	H18			
LE JOURNAL DE QUEBEC (F)			MORN	1,863	22
LE JOURNAL DE QUEBEC (F)			SATURDAY	2,231	26
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,932	23
QUEBEC LE SOLEIL (F)			MORN	2,174	26
QUEBEC LE SOLEIL (F)			SATURDAY	2,968	35
QUEBEC LE SOLEIL (F)			SUNDAY	2,000	24
MONTMORENCY NO. 2	2,400	D19			
LE JOURNAL DE QUEBEC (F)			MORN	209	9
LE JOURNAL DE QUEBEC (F)			SATURDAY	271	11
LE JOURNAL DE QUEBEC (F)			SUNDAY	204	9
QUEBEC LE SOLEIL (F)			MORN	757	32
QUEBEC LE SOLEIL (F)			SATURDAY	1,020	43
QUEBEC LE SOLEIL (F)			SUNDAY	625	26
NAPIERVILLE	5,500	R29			
LE JOURNAL DE MONTREAL (F)			MORN	1,122	20
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,435	26
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,380	25
MONTREAL LA PRESSE (F)			MORN	279	5
MONTREAL LA PRESSE (F)			SATURDAY	503	9
MONTREAL LA PRESSE (F)			SUNDAY	262	5
NICOLET	12,000	N14			
LE JOURNAL DE MONTREAL (F)			MORN	778	6
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,156	10
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,393	12
MONTREAL LA PRESSE (F)			SATURDAY	469	4
TROIS RIVIERES LE NOUVELLISTE (F)			MORN	4,649	39
NOUVEAU-QUEBEC	9,800	D 4			
LE JOURNAL DE MONTREAL (F)			MORN	814	8
LE JOURNAL DE MONTREAL (F)			SATURDAY	788	8
LE JOURNAL DE MONTREAL (F)			SUNDAY	372	4
PAPINEAU	16,900	O 4			
LE JOURNAL DE MONTREAL (F)			MORN	1,204	7
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,664	10
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,818	11
MONTREAL LA PRESSE (F)			SATURDAY	597	4
MONTREAL LA PRESSE (F)			SUNDAY	262	2
OTTAWA CITIZEN			ALL DAY	784	5
OTTAWA CITIZEN			SATURDAY	1,217	7
OTTAWA CITIZEN			SUNDAY	762	5
OTTAWA LE DROIT			ALL DAY	3,675	22
OTTAWA LE DROIT			SATURDAY	4,287	25
PONTIAC	7,500	M 3			
OTTAWA CITIZEN			ALL DAY	1,448	19
OTTAWA CITIZEN			SATURDAY	2,192	29
OTTAWA CITIZEN			SUNDAY	1,441	19
OTTAWA LE DROIT			ALL DAY	469	6
OTTAWA LE DROIT			SATURDAY	578	8

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PORTNEUF	23,600	J15			
MONTREAL GAZETTE			SATURDAY	263	1
LE JOURNAL DE QUEBEC (F)			MORN	4,205	18
LE JOURNAL DE QUEBEC (F)			SATURDAY	4,754	20
LE JOURNAL DE QUEBEC (F)			SUNDAY	4,311	18
QUEBEC LE SOLEIL (F)			MORN	4,909	21
QUEBEC LE SOLEIL (F)			SATURDAY	6,673	28
QUEBEC LE SOLEIL (F)			SUNDAY	4,365	18
TROIS RIVIERES LE NOUVELLISTE (F)			MORN	261	1
QUEBEC	188,900	D17			
CHICOUTIMI PROGRES-DIMANCHE (F)			SUNDAY	632	
MONTREAL LE DEVOIR (F)			MORN	2,833	1
MONTREAL LE DEVOIR (F)			SATURDAY	2,925	2
MONTREAL GAZETTE			MORN	2,173	1
MONTREAL GAZETTE			SATURDAY	3,623	2
MONTREAL GAZETTE			SUNDAY	1,691	1
MONTREAL LA PRESSE (F)			MORN	2,318	1
MONTREAL LA PRESSE (F)			SATURDAY	3,935	2
MONTREAL LA PRESSE (F)			SUNDAY	2,038	1
* LE JOURNAL DE QUEBEC (F)			MORN	49,810	26
* LE JOURNAL DE QUEBEC (F)			SATURDAY	50,732	27
* LE JOURNAL DE QUEBEC (F)			SUNDAY	44,471	24
* QUEBEC LE SOLEIL (F)			MORN	56,699	30
* QUEBEC LE SOLEIL (F)			SATURDAY	79,423	42
* QUEBEC LE SOLEIL (F)			SUNDAY	48,716	26
TORONTO STAR			SATURDAY	266	
RICHELIEU	20,200	M32			
LE JOURNAL DE MONTREAL (F)			MORN	4,985	25
LE JOURNAL DE MONTREAL (F)			SATURDAY	5,766	29
LE JOURNAL DE MONTREAL (F)			SUNDAY	5,583	28
MONTREAL LA PRESSE (F)			MORN	2,333	12
MONTREAL LA PRESSE (F)			SATURDAY	3,238	16
MONTREAL LA PRESSE (F)			SUNDAY	2,367	12
RICHMOND	14,000	Q15			
MONTREAL GAZETTE			SATURDAY	357	3
LE JOURNAL DE MONTREAL (F)			MORN	637	5
LE JOURNAL DE MONTREAL (F)			SATURDAY	795	6
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,305	9
MONTREAL LA PRESSE (F)			SATURDAY	370	3
SHERBROOKE RECORD			MORN	540	4
SHERBROOKE LA TRIBUNE (F)			MORN	4,555	33
SHERBROOKE LA TRIBUNE (F)			SUNDAY	5,230	37
RIMOUSKI	25,800	E24			
MONTREAL LA PRESSE (F)			MORN	465	2
MONTREAL LA PRESSE (F)			SATURDAY	797	3
MONTREAL LA PRESSE (F)			SUNDAY	355	1
LE JOURNAL DE QUEBEC (F)			MORN	2,411	9
LE JOURNAL DE QUEBEC (F)			SATURDAY	2,495	10
LE JOURNAL DE QUEBEC (F)			SUNDAY	2,205	9
QUEBEC LE SOLEIL (F)			MORN	2,464	10
QUEBEC LE SOLEIL (F)			SATURDAY	3,072	12
QUEBEC LE SOLEIL (F)			SUNDAY	2,236	9

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RIVIERE-DU-LOUP	14,300	G22			
LE JOURNAL DE QUEBEC (F)			MORN	1,734	12
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,968	14
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,747	12
QUEBEC LE SOLEIL (F)			MORN	1,805	13
QUEBEC LE SOLEIL (F)			SATURDAY	2,089	15
QUEBEC LE SOLEIL (F)			SUNDAY	1,573	11
ROUVILLE	17,200	Q33			
GRANBY LA VOIX DE L'EST (F)			MORN	1,265	7
MONTREAL GAZETTE			MORN	570	3
MONTREAL GAZETTE			SATURDAY	836	5
MONTREAL GAZETTE			SUNDAY	559	3
LE JOURNAL DE MONTREAL (F)			MORN	2,554	15
LE JOURNAL DE MONTREAL (F)			SATURDAY	3,289	19
LE JOURNAL DE MONTREAL (F)			SUNDAY	3,180	18
MONTREAL LA PRESSE (F)			MORN	1,855	11
MONTREAL LA PRESSE (F)			SATURDAY	3,106	18
MONTREAL LA PRESSE (F)			SUNDAY	2,014	12
SAGUENAY	32,500	F 7			
CHICOUTIMI PROGRES-DIMANCHE (F)			SUNDAY	1,317	4
MONTREAL GAZETTE			MORN	279	1
MONTREAL GAZETTE			SATURDAY	374	1
MONTREAL LA PRESSE (F)			MORN	491	2
MONTREAL LA PRESSE (F)			SATURDAY	828	3
MONTREAL LA PRESSE (F)			SUNDAY	365	1
LE JOURNAL DE QUEBEC (F)			MORN	3,541	11
LE JOURNAL DE QUEBEC (F)			SATURDAY	3,560	11
LE JOURNAL DE QUEBEC (F)			SUNDAY	3,252	10
QUEBEC LE SOLEIL (F)			MORN	2,862	9
QUEBEC LE SOLEIL (F)			SATURDAY	3,469	11
QUEBEC LE SOLEIL (F)			SUNDAY	2,693	8
ST-HYACINTHE	23,300	O32			
LE JOURNAL DE MONTREAL (F)			MORN	3,928	17
LE JOURNAL DE MONTREAL (F)			SATURDAY	4,718	20
LE JOURNAL DE MONTREAL (F)			SUNDAY	4,702	20
MONTREAL LA PRESSE (F)			MORN	1,941	8
MONTREAL LA PRESSE (F)			SATURDAY	3,182	14
MONTREAL LA PRESSE (F)			SUNDAY	1,979	8
ST-JEAN	24,700	R31			
MONTREAL GAZETTE			MORN	430	2
MONTREAL GAZETTE			SATURDAY	817	3
MONTREAL GAZETTE			SUNDAY	359	1
LE JOURNAL DE MONTREAL (F)			MORN	4,776	19
LE JOURNAL DE MONTREAL (F)			SATURDAY	5,607	23
LE JOURNAL DE MONTREAL (F)			SUNDAY	5,040	20
MONTREAL LA PRESSE (F)			MORN	2,585	10
MONTREAL LA PRESSE (F)			SATURDAY	4,055	16
MONTREAL LA PRESSE (F)			SUNDAY	2,437	10

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ST-MAURICE	45,100	L12			
MONTREAL LE DEVOIR (F)			SATURDAY	331	1
MONTREAL GAZETTE			MORN	289	1
MONTREAL GAZETTE			SATURDAY	499	1
MONTREAL GAZETTE			SUNDAY	292	1
LE JOURNAL DE MONTREAL (F)			MORN	3,650	8
LE JOURNAL DE MONTREAL (F)			SATURDAY	4,599	10
LE JOURNAL DE MONTREAL (F)			SUNDAY	5,881	13
MONTREAL LA PRESSE (F)			MORN	2,099	5
MONTREAL LA PRESSE (F)			SATURDAY	3,902	9
MONTREAL LA PRESSE (F)			SUNDAY	2,851	6
QUEBEC LE SOLEIL (F)			SATURDAY	451	1
QUEBEC LE SOLEIL (F)			SUNDAY	255	1
• TROIS RIVIERES LE NOUVELLISTE (F)			MORN	22,336	50
SHEFFORD	30,800	R13			
• GRANBY LA VOIX DE L'EST (F)			MORN	11,123	36
MONTREAL GAZETTE			MORN	313	1
MONTREAL GAZETTE			SATURDAY	626	2
MONTREAL GAZETTE			SUNDAY	309	1
LE JOURNAL DE MONTREAL (F)			MORN	2,652	9
LE JOURNAL DE MONTREAL (F)			SATURDAY	3,156	10
LE JOURNAL DE MONTREAL (F)			SUNDAY	3,885	13
MONTREAL LA PRESSE (F)			MORN	1,022	3
MONTREAL LA PRESSE (F)			SATURDAY	2,040	7
MONTREAL LA PRESSE (F)			SUNDAY	1,171	4
SHERBROOKE LA TRIBUNE (F)			MORN	505	2
SHERBROOKE LA TRIBUNE (F)			SUNDAY	600	2
SHERBROOKE	50,400	R15			
MONTREAL LE DEVOIR (F)			MORN	400	1
MONTREAL LE DEVOIR (F)			SATURDAY	474	1
MONTREAL GAZETTE			MORN	780	2
MONTREAL GAZETTE			SATURDAY	1,544	3
MONTREAL GAZETTE			SUNDAY	866	2
LE JOURNAL DE MONTREAL (F)			MORN	2,359	5
LE JOURNAL DE MONTREAL (F)			SATURDAY	2,631	5
LE JOURNAL DE MONTREAL (F)			SUNDAY	4,066	8
MONTREAL LA PRESSE (F)			MORN	1,615	3
MONTREAL LA PRESSE (F)			SATURDAY	3,275	6
MONTREAL LA PRESSE (F)			SUNDAY	2,220	4
• SHERBROOKE RECORD			MORN	1,725	3
• SHERBROOKE LA TRIBUNE (F)			MORN	19,945	40
• SHERBROOKE LA TRIBUNE (F)			SUNDAY	24,968	50
SOULANGES	6,400	R25			
LE JOURNAL DE MONTREAL (F)			MORN	1,258	20
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,609	25
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,541	24
MONTREAL LA PRESSE (F)			MORN	475	7
MONTREAL LA PRESSE (F)			SATURDAY	745	12
MONTREAL LA PRESSE (F)			SUNDAY	421	7

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COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
STANSTEAD	15,800	S15			
MONTREAL GAZETTE			MORN	385	2
MONTREAL GAZETTE			SATURDAY	1,096	7
MONTREAL GAZETTE			SUNDAY	438	3
LE JOURNAL DE MONTREAL (F)			MORN	629	4
LE JOURNAL DE MONTREAL (F)			SATURDAY	922	6
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,237	8
MONTREAL LA PRESSE (F)			MORN	276	2
MONTREAL LA PRESSE (F)			SATURDAY	1,188	8
MONTREAL LA PRESSE (F)			SUNDAY	494	3
SHERBROOKE RECORD			MORN	1,092	7
SHERBROOKE LA TRIBUNE (F)			MORN	3,988	25
SHERBROOKE LA TRIBUNE (F)			SUNDAY	4,838	31
TEMISCAMINGUE	20,600	K 2			
LE JOURNAL DE MONTREAL (F)			MORN	1,593	8
LE JOURNAL DE MONTREAL (F)			SATURDAY	2,002	10
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,714	8
MONTREAL LA PRESSE (F)			MORN	676	3
MONTREAL LA PRESSE (F)			SATURDAY	1,124	5
MONTREAL LA PRESSE (F)			SUNDAY	402	2
NORTH BAY NUGGET			EVE	561	3
TEMISCOUATA	6,400	G23			
LE JOURNAL DE QUEBEC (F)			MORN	404	6
LE JOURNAL DE QUEBEC (F)			SATURDAY	485	8
LE JOURNAL DE QUEBEC (F)			SUNDAY	397	6
QUEBEC LE SOLEIL (F)			MORN	593	9
QUEBEC LE SOLEIL (F)			SATURDAY	690	11
QUEBEC LE SOLEIL (F)			SUNDAY	530	8
TERREBONNE	93,600	M26			
MONTREAL LE DEVOIR (F)			MORN	464	
MONTREAL LE DEVOIR (F)			SATURDAY	797	1
MONTREAL GAZETTE			MORN	2,771	3
MONTREAL GAZETTE			SATURDAY	5,612	6
MONTREAL GAZETTE			SUNDAY	2,685	3
LE JOURNAL DE MONTREAL (F)			MORN	18,369	20
LE JOURNAL DE MONTREAL (F)			SATURDAY	25,349	27
LE JOURNAL DE MONTREAL (F)			SUNDAY	23,045	25
MONTREAL LA PRESSE (F)			MORN	9,631	10
MONTREAL LA PRESSE (F)			SATURDAY	19,807	21
MONTREAL LA PRESSE (F)			SUNDAY	10,462	11
VAUDREUIL	23,500	Q25			
MONTREAL GAZETTE			MORN	3,210	14
MONTREAL GAZETTE			SATURDAY	4,986	21
MONTREAL GAZETTE			SUNDAY	3,427	15
LE JOURNAL DE MONTREAL (F)			MORN	3,341	14
LE JOURNAL DE MONTREAL (F)			SATURDAY	4,251	18
LE JOURNAL DE MONTREAL (F)			SUNDAY	4,055	17
MONTREAL LA PRESSE (F)			MORN	2,136	9
MONTREAL LA PRESSE (F)			SATURDAY	3,557	15
MONTREAL LA PRESSE (F)			SUNDAY	2,230	9

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VERCHERES	24,900	N31			
MONTREAL GAZETTE			MORN	438	2
MONTREAL GAZETTE			SATURDAY	710	3
MONTREAL GAZETTE			SUNDAY	439	2
LE JOURNAL DE MONTREAL (F)			MORN	5,250	21
LE JOURNAL DE MONTREAL (F)			SATURDAY	6,834	27
LE JOURNAL DE MONTREAL (F)			SUNDAY	6,336	25
MONTREAL LA PRESSE (F)			MORN	3,813	15
MONTREAL LA PRESSE (F)			SATURDAY	6,373	26
MONTREAL LA PRESSE (F)			SUNDAY	4,298	17
WOLFE	5,200	P17			
SHERBROOKE LA TRIBUNE (F)			MORN	1,451	28
SHERBROOKE LA TRIBUNE (F)			SUNDAY	1,544	30
YAMASKA	5,000	O12			
LE JOURNAL DE MONTREAL (F)			MORN	362	7
LE JOURNAL DE MONTREAL (F)			SATURDAY	622	12
LE JOURNAL DE MONTREAL (F)			SUNDAY	505	10
MONTREAL LA PRESSE (F)			SATURDAY	253	5
TROIS RIVIERES LE NOUVELLISTE (F)			MORN	428	9
ONTARIO					
ALGOMA	46,400	D12			
• SAULT STE. MARIE SAULT STAR			EVE	26,267	57
SUDBURY STAR			EVE	595	1
TORONTO STAR			ALL DAY	1,730	4
TORONTO STAR			SATURDAY	2,199	5
TORONTO STAR			SUNDAY	2,082	4
BRANT	41,900	R16			
• BRANTFORD EXPOSITOR			EVE	27,186	65
HAMILTON SPECTATOR			EVE	1,013	2
TORONTO STAR			ALL DAY	2,514	6
TORONTO STAR			SATURDAY	3,658	9
TORONTO STAR			SUNDAY	3,274	8
TORONTO SUN			MORN	2,162	5
TORONTO SUN			SATURDAY	1,775	4
TORONTO SUN			SUNDAY	1,872	4
BRUCE	23,200	M14			
KITCHENER-WATERLOO RECORD			EVE	1,180	5
KITCHENER-WATERLOO RECORD			SATURDAY	1,287	6
LONDON FREE PRESS			MORN	694	3
OWEN SOUND SUN TIMES			EVE	8,322	36
TORONTO STAR			ALL DAY	2,754	12
TORONTO STAR			SATURDAY	5,056	22
TORONTO STAR			SUNDAY	3,617	16
TORONTO SUN			SATURDAY	755	3
TORONTO SUN			SUNDAY	1,189	5
COCHRANE	33,900	E 6			
• TIMMINS DAILY PRESS			EVE	12,401	37
TORONTO STAR			ALL DAY	925	3
TORONTO STAR			SATURDAY	1,356	4
TORONTO STAR			SUNDAY	893	3

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DUFFERIN	13,200	O17			
TORONTO STAR			ALL DAY	1,880	14
TORONTO STAR			SATURDAY	4,181	32
TORONTO STAR			SUNDAY	2,019	15
TORONTO SUN			MORN	1,372	10
TORONTO SUN			SATURDAY	1,391	11
TORONTO SUN			SUNDAY	4,002	30
DURHAM	138,300	I10			
LINDSAY DAILY POST			EVE	589	
• OSHAWA TIMES			EVE	20,677	15
TORONTO STAR			ALL DAY	25,397	18
TORONTO STAR			SATURDAY	43,681	32
TORONTO STAR			SUNDAY	24,625	18
TORONTO SUN			MORN	20,394	15
TORONTO SUN			SATURDAY	14,730	11
TORONTO SUN			SUNDAY	44,222	32
ELGIN	27,300	S13			
LONDON FREE PRESS			MORN	8,341	31
• ST. THOMAS TIMES-JOURNAL			EVE	9,578	35
TORONTO STAR			ALL DAY	466	2
TORONTO STAR			SATURDAY	472	2
TORONTO STAR			SUNDAY	2,496	9
ESSEX	119,900	T 8			
TORONTO STAR			SATURDAY	1,273	1
TORONTO STAR			SUNDAY	1,621	1
• WINDSOR STAR			EVE	82,612	69
FRONTENAC	46,900	M27			
• KINGSTON WHIG-STANDARD			EVE	25,922	55
OTTAWA CITIZEN			ALL DAY	438	1
OTTAWA CITIZEN			SATURDAY	682	1
OTTAWA CITIZEN			SUNDAY	326	1
OTTAWA SUN			MORN	438	1
OTTAWA SUN			SUNDAY	661	1
TORONTO STAR			ALL DAY	3,279	7
TORONTO STAR			SATURDAY	4,191	9
TORONTO STAR			SUNDAY	4,465	10
GREY	29,900	M16			
KITCHENER-WATERLOO RECORD			EVE	698	2
KITCHENER-WATERLOO RECORD			SATURDAY	845	3
• OWEN SOUND SUN TIMES			EVE	15,238	51
TORONTO STAR			ALL DAY	2,581	9
TORONTO STAR			SATURDAY	5,301	18
TORONTO STAR			SUNDAY	3,368	11
TORONTO SUN			SATURDAY	906	3
TORONTO SUN			SUNDAY	1,532	5

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HALDIMAND-NORFOLK	35,700	S16			
BRANTFORD EXPOSITOR			EVE	2,705	8
HAMILTON SPECTATOR			EVE	7,362	21
LONDON FREE PRESS			MORN	524	1
* SIMCOE REFORMER			EVE	10,336	29
TORONTO STAR			ALL DAY	2,115	6
TORONTO STAR			SATURDAY	3,434	10
TORONTO STAR			SUNDAY	3,284	9
TORONTO SUN			MORN	843	2
TORONTO SUN			SATURDAY	762	2
TORONTO SUN			SUNDAY	877	2
HALIBURTON	5,400	K22			
TORONTO STAR			ALL DAY	1,107	21
TORONTO STAR			SATURDAY	2,720	50
TORONTO STAR			SUNDAY	1,533	28
HALTON	108,200	L 5			
TORONTO STAR			ALL DAY	20,177	19
TORONTO STAR			SATURDAY	30,235	28
TORONTO STAR			SUNDAY	19,752	18
TORONTO SUN			MORN	11,762	11
TORONTO SUN			SATURDAY	7,901	7
TORONTO SUN			SUNDAY	24,296	22
BURLINGTON SPECTATOR			EVE	21,946	20
HAMILTON-WENTWORTH	167,800	M 4			
* HAMILTON SPECTATOR			EVE	97,744	58
TORONTO STAR			ALL DAY	6,107	4
TORONTO STAR			SATURDAY	6,595	4
TORONTO STAR			SUNDAY	8,979	5
TORONTO SUN			MORN	8,143	5
TORONTO SUN			SATURDAY	6,346	4
TORONTO SUN			SUNDAY	9,275	6
HASTINGS	44,000	O25			
* BELLEVILLE INTELLIGENCER			EVE	17,432	40
KINGSTON WHIG-STANDARD			EVE	395	1
TORONTO STAR			ALL DAY	5,707	13
TORONTO STAR			SATURDAY	8,386	19
TORONTO STAR			SUNDAY	6,648	15
TORONTO SUN			SUNDAY	1,563	4
HURON	21,100	O13			
KITCHENER-WATERLOO RECORD			EVE	771	4
KITCHENER-WATERLOO RECORD			SATURDAY	927	4
LONDON FREE PRESS			MORN	5,775	27
TORONTO STAR			ALL DAY	935	4
TORONTO STAR			SATURDAY	1,539	7
TORONTO STAR			SUNDAY	1,837	9

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KENORA	21,100	C 4			
• KENORA DAILY MINER AND NEWS			EVE	4,806	23
THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL			MORN	1,066	5
THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL			MORN/EVE	1,081	5
THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL			SUNDAY	951	5
WINNIPEG FREE PRESS			MORN	2,899	14
WINNIPEG FREE PRESS			SATURDAY	4,074	19
WINNIPEG FREE PRESS			SUNDAY	2,447	12
WINNIPEG SUN			MORN	535	3
WINNIPEG SUN			SUNDAY	575	3
KENT	39,800	T11			
• CHATHAM DAILY NEWS			EVE	15,918	40
LONDON FREE PRESS			MORN	7,713	19
TORONTO STAR			ALL DAY	633	2
TORONTO STAR			SATURDAY	738	2
TORONTO STAR			SUNDAY	1,862	5
WINDSOR STAR			EVE	2,822	7
LAMBTON	47,500	R11			
LONDON FREE PRESS			MORN	10,908	23
• SARNIA OBSERVER			EVE	23,294	49
TORONTO STAR			ALL DAY	523	1
TORONTO STAR			SATURDAY	1,213	3
TORONTO STAR			SUNDAY	3,119	7
LANARK	19,600	L28			
OTTAWA CITIZEN			ALL DAY	8,204	42
OTTAWA CITIZEN			SATURDAY	10,878	56
OTTAWA CITIZEN			SUNDAY	7,917	40
OTTAWA SUN			MORN	510	3
OTTAWA SUN			SUNDAY	863	4
TORONTO STAR			ALL DAY	334	2
TORONTO STAR			SATURDAY	578	3
TORONTO STAR			SUNDAY	547	3
LEEDS & GRENVILLE	32,700	N29			
• BROCKVILLE RECORDER AND TIMES			EVE	16,037	49
KINGSTON WHIG-STANDARD			EVE	2,402	7
OTTAWA CITIZEN			ALL DAY	3,681	11
OTTAWA CITIZEN			SATURDAY	5,460	17
OTTAWA CITIZEN			SUNDAY	3,494	11
OTTAWA SUN			MORN	527	2
OTTAWA SUN			SUNDAY	871	3
TORONTO STAR			ALL DAY	889	3
TORONTO STAR			SATURDAY	1,351	4
TORONTO STAR			SUNDAY	1,555	5
LENNOX & ADDINGTON	12,800	O26			
KINGSTON WHIG-STANDARD			EVE	5,101	40
TORONTO STAR			ALL DAY	788	6
TORONTO STAR			SATURDAY	1,019	8
TORONTO STAR			SUNDAY	1,059	8

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MANITOULIN	3,900	G13			
SUDBURY STAR			EVE	650	17
TORONTO STAR			ALL DAY	224	6
TORONTO STAR			SATURDAY	224	6
TORONTO STAR			SUNDAY	182	5
MIDDLESEX	141,600	R13			
* LONDON FREE PRESS			MORN	72,426	51
TORONTO STAR			ALL DAY	4,030	3
TORONTO STAR			SATURDAY	4,942	3
TORONTO STAR			SUNDAY	18,325	13
TORONTO SUN			SUNDAY	2,059	1
MUSKOKA	18,600	K20			
TORONTO STAR			ALL DAY	4,211	23
TORONTO STAR			SATURDAY	8,707	47
TORONTO STAR			SUNDAY	4,729	25
TORONTO SUN			SATURDAY	1,394	7
TORONTO SUN			SUNDAY	2,351	13
NIAGARA	147,700	P 8			
HAMILTON SPECTATOR			EVE	6,441	4
* NIAGARA FALLS REVIEW			EVE	21,873	15
* ST. CATHARINES STANDARD			EVE	41,294	28
TORONTO STAR			ALL DAY	11,365	8
TORONTO STAR			SATURDAY	16,002	11
TORONTO STAR			SUNDAY	14,595	10
TORONTO SUN			MORN	4,837	3
TORONTO SUN			SATURDAY	4,420	3
TORONTO SUN			SUNDAY	7,240	5
* WELLAND EVENING TRIBUNE			EVE	16,923	11
NIPISSING	31,000	G22			
* NORTH BAY NUGGET			EVE	18,964	61
TORONTO STAR			ALL DAY	2,332	8
TORONTO STAR			SATURDAY	2,696	9
TORONTO STAR			SUNDAY	3,079	10
NORTHUMBERLAND	28,000	O23			
* COBOURG DAILY STAR			EVE	5,670	20
PETERBOROUGH EXAMINER			EVE	1,126	4
PETERBOROUGH EXAMINER			SUNDAY	964	3
* PORT HOPE EVENING GUIDE			EVE	3,259	12
TORONTO STAR			ALL DAY	3,799	14
TORONTO STAR			SATURDAY	6,296	22
TORONTO STAR			SUNDAY	4,204	15
TORONTO SUN			MORN	1,248	4
TORONTO SUN			SATURDAY	1,070	4
TORONTO SUN			SUNDAY	2,743	10

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OTTAWA-CARLETON	250,000	K29			
MONTREAL LE DEVOIR (F)			MORN	1,653	1
MONTREAL LE DEVOIR (F)			SATURDAY	1,546	1
MONTREAL GAZETTE			MORN	2,666	1
MONTREAL GAZETTE			SATURDAY	2,836	1
MONTREAL GAZETTE			SUNDAY	2,107	1
LE JOURNAL DE MONTREAL (F)			MORN	2,414	1
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,774	1
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,908	1
MONTREAL LA PRESSE (F)			MORN	1,988	1
MONTREAL LA PRESSE (F)			SATURDAY	1,856	1
MONTREAL LA PRESSE (F)			SUNDAY	1,076	
* OTTAWA CITIZEN			ALL DAY	131,112	52
* OTTAWA CITIZEN			SATURDAY	167,843	67
* OTTAWA CITIZEN			SUNDAY	114,759	46
* OTTAWA LE DROIT			ALL DAY	6,377	3
* OTTAWA LE DROIT			SATURDAY	6,581	3
* OTTAWA SUN			MORN	33,431	13
* OTTAWA SUN			SUNDAY	34,707	14
TORONTO STAR			ALL DAY	2,430	1
TORONTO STAR			SATURDAY	3,374	1
TORONTO STAR			SUNDAY	4,827	2
OXFORD	33,800	R15			
BRANTFORD EXPOSITOR			EVE	470	1
KITCHENER-WATERLOO RECORD			EVE	1,086	3
KITCHENER-WATERLOO RECORD			SATURDAY	1,204	4
LONDON FREE PRESS			MORN	8,761	26
STRATFORD BEACON-HERALD			EVE	620	2
TORONTO STAR			ALL DAY	999	3
TORONTO STAR			SATURDAY	1,532	5
TORONTO STAR			SUNDAY	2,266	7
TORONTO SUN			SUNDAY	408	1
* WOODSTOCK DAILY SENTINEL-REVIEW			EVE	10,306	30
PARRY SOUND	14,700	I19			
NORTH BAY NUGGET			EVE	2,881	20
TORONTO STAR			ALL DAY	2,391	16
TORONTO STAR			SATURDAY	3,943	27
TORONTO STAR			SUNDAY	2,715	18
TORONTO SUN			SATURDAY	256	2
TORONTO SUN			SUNDAY	389	3
PEEL	224,500	K 6			
TORONTO STAR			ALL DAY	60,376	27
TORONTO STAR			SATURDAY	87,396	39
TORONTO STAR			SUNDAY	54,964	24
TORONTO SUN			MORN	40,717	18
TORONTO SUN			SATURDAY	24,794	11
TORONTO SUN			SUNDAY	73,784	33

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PERTH	25,900	P14			
KITCHENER-WATERLOO RECORD			EVE	2,300	9
KITCHENER-WATERLOO RECORD			SATURDAY	2,824	11
LONDON FREE PRESS			MORN	2,042	8
* STRATFORD BEACON-HERALD			EVE	12,428	48
TORONTO STAR			ALL DAY	1,214	5
TORONTO STAR			SATURDAY	2,548	10
TORONTO STAR			SUNDAY	2,426	9
TORONTO SUN			SUNDAY	271	1
PETERBOROUGH	43,800	N23			
* PETERBOROUGH EXAMINER			EVE	23,804	54
* PETERBOROUGH EXAMINER			SUNDAY	21,336	49
TORONTO STAR			ALL DAY	4,378	10
TORONTO STAR			SATURDAY	9,442	22
TORONTO STAR			SUNDAY	5,427	12
TORONTO SUN			MORN	2,422	6
TORONTO SUN			SATURDAY	2,092	5
TORONTO SUN			SUNDAY	4,077	9
PRESCOTT & RUSSELL	22,100	K32			
MONTREAL GAZETTE			SATURDAY	315	1
LE JOURNAL DE MONTREAL (F)			MORN	746	3
LE JOURNAL DE MONTREAL (F)			SATURDAY	998	5
LE JOURNAL DE MONTREAL (F)			SUNDAY	939	4
OTTAWA CITIZEN			ALL DAY	4,683	21
OTTAWA CITIZEN			SATURDAY	6,399	29
OTTAWA CITIZEN			SUNDAY	4,589	21
OTTAWA LE DROIT			ALL DAY	3,031	14
OTTAWA LE DROIT			SATURDAY	3,333	15
OTTAWA SUN			SUNDAY	297	1
PRINCE EDWARD	9,100	P25			
BELLEVILLE INTELLIGENCER			EVE	1,158	13
KINGSTON WHIG-STANDARD			EVE	463	5
TORONTO STAR			ALL DAY	874	10
TORONTO STAR			SATURDAY	1,489	16
TORONTO STAR			SUNDAY	1,048	12
TORONTO SUN			SUNDAY	275	3
RAINY RIVER	8,200	F 2			
THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL			MORN	979	12
THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL			MORN/EVE	987	12
THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL			SUNDAY	903	11
WINNIPEG FREE PRESS			MORN	848	10
WINNIPEG FREE PRESS			SATURDAY	1,184	14
WINNIPEG FREE PRESS			SUNDAY	729	9

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RENFREW	33,500	J26			
OTTAWA CITIZEN			ALL DAY	9,867	29
OTTAWA CITIZEN			SATURDAY	13,711	41
OTTAWA CITIZEN			SUNDAY	9,551	29
OTTAWA SUN			MORN	843	3
OTTAWA SUN			SUNDAY	1,425	4
* PEMBROKE OBSERVER			EVE	7,325	22
TORONTO STAR			ALL DAY	731	2
TORONTO STAR			SATURDAY	1,097	3
TORONTO STAR			SUNDAY	994	3
SIMCOE	103,700	M19			
* BARRIE EXAMINER			EVE	14,488	14
* ORILLIA PACKET & TIMES			EVE	10,672	10
TORONTO STAR			ALL DAY	14,434	14
TORONTO STAR			SATURDAY	32,291	31
TORONTO STAR			SUNDAY	16,654	16
TORONTO SUN			MORN	7,162	7
TORONTO SUN			SATURDAY	7,508	7
TORONTO SUN			SUNDAY	19,116	18
STOR. , DUN. & GLEN.	39,500	L32			
MONTREAL GAZETTE			MORN	1,074	3
MONTREAL GAZETTE			SATURDAY	1,604	4
MONTREAL GAZETTE			SUNDAY	1,115	3
LE JOURNAL DE MONTREAL (F)			MORN	351	1
LE JOURNAL DE MONTREAL (F)			SATURDAY	332	1
LE JOURNAL DE MONTREAL (F)			SUNDAY	359	1
BROCKVILLE RECORDER AND TIMES			EVE	326	1
* CORNWALL STANDARD-FREEHOLDER			EVE	17,771	45
OTTAWA CITIZEN			ALL DAY	6,662	17
OTTAWA CITIZEN			SATURDAY	8,221	21
OTTAWA CITIZEN			SUNDAY	6,454	16
OTTAWA SUN			MORN	547	1
OTTAWA SUN			SUNDAY	867	2
TORONTO STAR			ALL DAY	361	1
TORONTO STAR			SATURDAY	570	1
TORONTO STAR			SUNDAY	758	2
SUDBURY RM	59,100	D16			
* SUDBURY STAR			EVE	25,906	44
TORONTO STAR			ALL DAY	4,029	7
TORONTO STAR			SATURDAY	4,555	8
TORONTO STAR			SUNDAY	4,566	8
SUDBURY DISTRICT	8,600	C16			
SUDBURY STAR			EVE	1,481	17
THUNDER BAY	57,200	E 4			
* THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL			MORN/EVE	35,906	63
* THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL			MORN	6,137	11
* THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL			EVE	29,769	52
* THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL			SUNDAY	32,344	57
TORONTO STAR			SATURDAY	398	1

*Denotes Newspaper Published Within County

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
TIMISKAMING	14,900	F 7			
* KIRKLAND LAKE NORTHERN DAILY NEWS			EVE	5,629	38
NORTH BAY NUGGET			EVE	1,002	7
TORONTO STAR			ALL DAY	434	3
TORONTO STAR			SATURDAY	657	4
TORONTO STAR			SUNDAY	467	3
TORONTO	811,900	K 8			
MONTREAL GAZETTE			MORN	419	
MONTREAL GAZETTE			SATURDAY	497	
MONTREAL GAZETTE			SUNDAY	330	
MONTREAL LA PRESSE (F)			MORN	395	
MONTREAL LA PRESSE (F)			SATURDAY	557	
MONTREAL LA PRESSE (F)			SUNDAY	261	
OTTAWA CITIZEN			ALL DAY	358	
OTTAWA CITIZEN			SATURDAY	472	
* TORONTO STAR			ALL DAY	251,047	31
* TORONTO STAR			SATURDAY	339,145	42
* TORONTO STAR			SUNDAY	209,437	26
* TORONTO SUN			MORN	133,993	17
* TORONTO SUN			SATURDAY	87,940	11
* TORONTO SUN			SUNDAY	195,890	24
VANCOUVER SUN			SATURDAY	312	
VICTORIA	24,200	M21			
* LINDSAY DAILY POST			EVE	8,572	35
PETERBOROUGH EXAMINER			EVE	794	3
PETERBOROUGH EXAMINER			SUNDAY	719	3
TORONTO STAR			ALL DAY	4,146	17
TORONTO STAR			SATURDAY	9,316	38
TORONTO STAR			SUNDAY	4,811	20
TORONTO SUN			MORN	1,000	4
TORONTO SUN			SATURDAY	1,007	4
TORONTO SUN			SUNDAY	2,659	11
WATERLOO	136,600	L 2			
* CAMBRIDGE REPORTER			EVE	13,125	10
* KITCHENER-WATERLOO RECORD			EVE	63,116	46
* KITCHENER-WATERLOO RECORD			SATURDAY	73,523	54
TORONTO STAR			ALL DAY	4,004	3
TORONTO STAR			SATURDAY	7,319	5
TORONTO STAR			SUNDAY	6,166	5
TORONTO SUN			MORN	6,740	5
TORONTO SUN			SATURDAY	5,273	4
TORONTO SUN			SUNDAY	7,815	6
WELLINGTON	56,000	O16			
* GUELPH DAILY MERCURY			EVE	18,118	32
KITCHENER-WATERLOO RECORD			EVE	5,587	10
KITCHENER-WATERLOO RECORD			SATURDAY	6,906	12
TORONTO STAR			ALL DAY	4,019	7
TORONTO STAR			SATURDAY	8,652	15
TORONTO STAR			SUNDAY	5,616	10
TORONTO SUN			MORN	3,184	6
TORONTO SUN			SATURDAY	2,421	4
TORONTO SUN			SUNDAY	4,709	8

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DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
YORK	151,500	J 7			
TORONTO STAR			ALL DAY	46,548	31
TORONTO STAR			SATURDAY	74,244	49
TORONTO STAR			SUNDAY	44,423	29
TORONTO SUN			MORN	20,041	13
TORONTO SUN			SATURDAY	11,992	8
TORONTO SUN			SUNDAY	37,604	25

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DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
MANITOBA					
CEN. DIV. 01	6,300	Q13			
WINNIPEG FREE PRESS			MORN	1,867	30
WINNIPEG FREE PRESS			SATURDAY	3,392	54
WINNIPEG FREE PRESS			SUNDAY	1,725	27
WINNIPEG SUN			MORN	284	5
WINNIPEG SUN			SUNDAY	426	7
CEN. DIV. 02	14,000	R11			
WINNIPEG FREE PRESS			MORN	3,227	23
WINNIPEG FREE PRESS			SATURDAY	6,323	45
WINNIPEG FREE PRESS			SUNDAY	2,975	21
WINNIPEG SUN			MORN	571	4
WINNIPEG SUN			SUNDAY	980	7
CEN. DIV. 03	13,200	S 9			
WINNIPEG FREE PRESS			MORN	2,862	22
WINNIPEG FREE PRESS			SATURDAY	6,180	47
WINNIPEG FREE PRESS			SUNDAY	2,655	20
WINNIPEG SUN			MORN	444	3
WINNIPEG SUN			SUNDAY	569	4
CEN. DIV. 04	3,800	S 8			
WINNIPEG FREE PRESS			MORN	756	20
WINNIPEG FREE PRESS			SATURDAY	1,490	39
WINNIPEG FREE PRESS			SUNDAY	708	19
CEN. DIV. 05	5,900	S 3			
BRANDON SUN			EVE	1,624	28
BRANDON SUN			SUNDAY	1,420	24
WINNIPEG FREE PRESS			MORN	434	7
WINNIPEG FREE PRESS			SATURDAY	740	13
WINNIPEG FREE PRESS			SUNDAY	387	7
CEN. DIV. 06	3,800	Q 2			
BRANDON SUN			EVE	1,180	31
BRANDON SUN			SUNDAY	1,026	27
WINNIPEG FREE PRESS			MORN	227	6
WINNIPEG FREE PRESS			SATURDAY	369	10
WINNIPEG FREE PRESS			SUNDAY	190	5
CEN. DIV. 07	20,900	Q 5			
* BRANDON SUN			EVE	13,641	65
* BRANDON SUN			SUNDAY	12,378	59
WINNIPEG FREE PRESS			MORN	1,593	8
WINNIPEG FREE PRESS			SATURDAY	2,437	12
WINNIPEG FREE PRESS			SUNDAY	1,522	7
WINNIPEG SUN			MORN	702	3
WINNIPEG SUN			SUNDAY	766	4
CEN. DIV. 08	5,300	P 7			
WINNIPEG FREE PRESS			MORN	686	13
WINNIPEG FREE PRESS			SATURDAY	1,417	27
WINNIPEG FREE PRESS			SUNDAY	623	12

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DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 09	8,300	Q 8			
• PORTAGE LA PRAIRIE DAILY GRAPHIC			EVE	4,186	50
WINNIPEG FREE PRESS			MORN	1,865	22
WINNIPEG FREE PRESS			SATURDAY	3,293	40
WINNIPEG FREE PRESS			SUNDAY	1,608	19
WINNIPEG SUN			MORN	552	7
WINNIPEG SUN			SUNDAY	823	10
CEN. DIV. 10	2,100	Q10			
WINNIPEG FREE PRESS			MORN	728	35
WINNIPEG FREE PRESS			SATURDAY	1,307	62
WINNIPEG FREE PRESS			SUNDAY	611	29
CEN. DIV. 11	237,800	G11			
• WINNIPEG FREE PRESS			MORN	125,084	53
• WINNIPEG FREE PRESS			SATURDAY	166,346	70
• WINNIPEG FREE PRESS			SUNDAY	113,291	48
• WINNIPEG SUN			MORN	42,592	18
• WINNIPEG SUN			SUNDAY	48,944	21
CEN. DIV. 12	5,700	Q11			
WINNIPEG FREE PRESS			MORN	2,168	38
WINNIPEG FREE PRESS			SATURDAY	3,648	64
WINNIPEG FREE PRESS			SUNDAY	2,114	37
WINNIPEG SUN			SUNDAY	349	6
CEN. DIV. 13	12,500	P11			
WINNIPEG FREE PRESS			MORN	4,568	37
WINNIPEG FREE PRESS			SATURDAY	7,254	58
WINNIPEG FREE PRESS			SUNDAY	4,252	34
WINNIPEG SUN			MORN	852	7
WINNIPEG SUN			SUNDAY	1,282	10
CEN. DIV. 14	5,000	P10			
WINNIPEG FREE PRESS			MORN	1,882	38
WINNIPEG FREE PRESS			SATURDAY	3,611	72
WINNIPEG FREE PRESS			SUNDAY	1,767	35
WINNIPEG SUN			SUNDAY	323	6
CEN. DIV. 15	9,400	O 3			
BRANDON SUN			EVE	1,988	21
BRANDON SUN			SUNDAY	1,707	18
WINNIPEG FREE PRESS			MORN	852	9
WINNIPEG FREE PRESS			SATURDAY	1,579	17
WINNIPEG FREE PRESS			SUNDAY	743	8
WINNIPEG SUN			SUNDAY	250	3
CEN. DIV. 16	4,400	M 2			
WINNIPEG FREE PRESS			MORN	520	12
WINNIPEG FREE PRESS			SATURDAY	794	18
WINNIPEG FREE PRESS			SUNDAY	496	11
CEN. DIV. 17	10,400	M 5			
WINNIPEG FREE PRESS			MORN	1,381	13
WINNIPEG FREE PRESS			SATURDAY	2,267	22
WINNIPEG FREE PRESS			SUNDAY	1,256	12

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DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 18	8,400	N 9			
WINNIPEG FREE PRESS			MORN	2,899	35
WINNIPEG FREE PRESS			SATURDAY	5,080	60
WINNIPEG FREE PRESS			SUNDAY	2,416	29
WINNIPEG SUN			MORN	288	3
WINNIPEG SUN			SUNDAY	434	5
CEN. DIV. 20	4,600	G 2			
WINNIPEG FREE PRESS			MORN	597	13
WINNIPEG FREE PRESS			SATURDAY	830	18
WINNIPEG FREE PRESS			SUNDAY	573	12
CEN. DIV. 21	7,500	E 2			
WINNIPEG FREE PRESS			MORN	1,552	21
WINNIPEG FREE PRESS			SATURDAY	2,112	28
WINNIPEG FREE PRESS			SUNDAY	1,614	22
WINNIPEG SUN			SUNDAY	264	4
CEN. DIV. 22	8,400	E 4			
WINNIPEG FREE PRESS			MORN	1,027	12
WINNIPEG FREE PRESS			SATURDAY	1,514	18
WINNIPEG FREE PRESS			SUNDAY	747	9
WINNIPEG SUN			MORN	509	6
WINNIPEG SUN			SUNDAY	312	4
CEN. DIV. 23	2,400	C 3			
WINNIPEG FREE PRESS			MORN	327	14
WINNIPEG FREE PRESS			SATURDAY	414	17
WINNIPEG FREE PRESS			SUNDAY	227	9
SASKATCHEWAN					
CEN. DIV. 01	11,800	S14			
REGINA LEADER POST			EVE	3,202	27
CEN. DIV. 02	9,300	S10			
REGINA LEADER POST			EVE	2,633	28
CEN. DIV. 03	6,900	S 7			
REGINA LEADER POST			EVE	1,325	19
CEN. DIV. 04	4,900	R 3			
REGINA LEADER POST			EVE	663	14
CEN. DIV. 05	14,200	P14			
REGINA LEADER POST			EVE	3,586	25
CEN. DIV. 06	80,200	P10			
* REGINA LEADER POST			EVE	49,703	62
CEN. DIV. 07	18,700	P 7			
* MOOSE JAW TIMES-HERALD			EVE	8,876	47
REGINA LEADER POST			EVE	2,483	13
CEN. DIV. 08	12,600	O 3			
REGINA LEADER POST			EVE	1,865	15
SASKATOON STAR-PHOENIX			MORN	530	4
CEN. DIV. 09	16,100	M13			
REGINA LEADER POST			EVE	2,383	15

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DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 10	8,400	M11			
REGINA LEADER POST			EVE	806	10
SASKATOON STAR-PHOENIX			MORN	803	10
CEN. DIV. 11	82,500	M 8			
REGINA LEADER POST			EVE	554	1
* SASKATOON STAR-PHOENIX			MORN	47,575	58
CEN. DIV. 12	8,800	M 5			
SASKATOON STAR-PHOENIX			MORN	1,961	22
CEN. DIV. 13	8,900	L 2			
SASKATOON STAR-PHOENIX			MORN	2,015	23
CEN. DIV. 14	15,900	J12			
SASKATOON STAR-PHOENIX			MORN	2,681	17
CEN. DIV. 15	28,100	J 8			
* PRINCE ALBERT DAILY HERALD			EVE	9,248	33
SASKATOON STAR-PHOENIX			MORN	4,393	16
CEN. DIV. 16	13,700	I 6			
PRINCE ALBERT DAILY HERALD			EVE	345	3
SASKATOON STAR-PHOENIX			MORN	2,429	18
CEN. DIV. 17	12,100	H 3			
SASKATOON STAR-PHOENIX			MORN	1,437	12
CEN. DIV. 18	6,400	C 3			
SASKATOON STAR-PHOENIX			MORN	495	8
ALBERTA					
CEN. DIV. 01	22,300	R14			
CALGARY HERALD			MORN	384	2
CALGARY HERALD			FRIDAY	442	2
CALGARY HERALD			SUNDAY	553	2
CALGARY SUN			MORN	1,651	7
CALGARY SUN			SUNDAY	2,311	10
LETHBRIDGE HERALD			EVE	412	2
* MEDICINE HAT NEWS			EVE	13,468	60
CEN. DIV. 02	45,600	Q12			
CALGARY HERALD			MORN	1,412	3
CALGARY HERALD			FRIDAY	1,787	4
CALGARY HERALD			SUNDAY	1,731	4
CALGARY SUN			MORN	3,197	7
CALGARY SUN			SUNDAY	4,319	9
* LETHBRIDGE HERALD			EVE	20,368	45
CEN. DIV. 03	10,400	R 9			
CALGARY HERALD			MORN	755	7
CALGARY HERALD			FRIDAY	1,178	11
CALGARY HERALD			SUNDAY	726	7
CALGARY SUN			MORN	792	8
CALGARY SUN			SUNDAY	1,046	10
LETHBRIDGE HERALD			EVE	2,855	27

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DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 04	4,400	N14			
CALGARY HERALD			MORN	304	7
CALGARY HERALD			FRIDAY	412	9
CALGARY HERALD			SUNDAY	271	6
CALGARY SUN			MORN	237	5
CALGARY SUN			SUNDAY	254	6
CEN. DIV. 05	13,300	O10			
CALGARY HERALD			MORN	2,091	16
CALGARY HERALD			FRIDAY	3,886	29
CALGARY HERALD			SUNDAY	1,931	15
CALGARY SUN			MORN	1,079	8
CALGARY SUN			SUNDAY	1,915	14
LETHBRIDGE HERALD			EVE	268	2
CEN. DIV. 06	302,200	N 9			
* CALGARY HERALD			MORN	117,156	39
* CALGARY HERALD			FRIDAY	152,095	50
* CALGARY HERALD			SUNDAY	109,665	36
* CALGARY SUN			MORN	59,976	20
* CALGARY SUN			SUNDAY	83,096	27
RED DEER ADVOCATE			EVE	354	
VANCOUVER SUN			SATURDAY	325	
CEN. DIV. 07	14,200	K13			
EDMONTON JOURNAL			MORN	2,282	16
EDMONTON JOURNAL			FRIDAY	3,068	22
EDMONTON JOURNAL			SUNDAY	1,999	14
EDMONTON SUN			MORN	1,109	8
EDMONTON SUN			SUNDAY	1,319	9
RED DEER ADVOCATE			EVE	499	4
CEN. DIV. 08	46,300	K 9			
CALGARY HERALD			MORN	594	1
CALGARY HERALD			FRIDAY	730	2
CALGARY HERALD			SUNDAY	547	1
CALGARY SUN			MORN	1,622	4
CALGARY SUN			SUNDAY	2,316	5
EDMONTON JOURNAL			MORN	1,522	3
EDMONTON JOURNAL			FRIDAY	1,899	4
EDMONTON JOURNAL			SUNDAY	1,451	3
EDMONTON SUN			MORN	1,361	3
EDMONTON SUN			SUNDAY	1,773	4
* RED DEER ADVOCATE			EVE	20,925	45
CEN. DIV. 09	5,600	L 6			
EDMONTON JOURNAL			MORN	346	6
EDMONTON JOURNAL			FRIDAY	378	7
EDMONTON JOURNAL			SUNDAY	304	5
RED DEER ADVOCATE			EVE	473	8
CEN. DIV. 10	27,600	I13			
EDMONTON JOURNAL			MORN	4,914	18
EDMONTON JOURNAL			FRIDAY	7,063	26
EDMONTON JOURNAL			SUNDAY	4,316	16
EDMONTON SUN			MORN	3,565	13
EDMONTON SUN			SUNDAY	4,765	17

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DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 11	316,400	I 9			
* EDMONTON JOURNAL			MORN	135,265	43
* EDMONTON JOURNAL			FRIDAY	156,471	49
* EDMONTON JOURNAL			SUNDAY	128,258	41
* EDMONTON SUN			MORN	67,788	21
* EDMONTON SUN			SUNDAY	103,253	33
VANCOUVER SUN			SATURDAY	368	
CEN. DIV. 12	15,000	G13			
EDMONTON JOURNAL			MORN	2,658	18
EDMONTON JOURNAL			FRIDAY	3,926	26
EDMONTON JOURNAL			SUNDAY	2,438	16
EDMONTON SUN			MORN	1,439	10
EDMONTON SUN			SUNDAY	1,831	12
CEN. DIV. 13	21,200	F 4			
EDMONTON JOURNAL			MORN	3,620	17
EDMONTON JOURNAL			FRIDAY	6,259	30
EDMONTON JOURNAL			SUNDAY	3,122	15
EDMONTON SUN			MORN	1,766	8
EDMONTON SUN			SUNDAY	2,784	13
CEN. DIV. 14	9,100	G 3			
EDMONTON JOURNAL			MORN	1,670	18
EDMONTON JOURNAL			FRIDAY	2,295	25
EDMONTON JOURNAL			SUNDAY	1,508	17
EDMONTON SUN			MORN	1,162	13
EDMONTON SUN			SUNDAY	1,662	18
CEN. DIV. 15	9,000	N 7			
CALGARY HERALD			MORN	1,306	15
CALGARY HERALD			FRIDAY	1,595	18
CALGARY HERALD			SUNDAY	1,496	17
CALGARY SUN			MORN	1,353	15
CALGARY SUN			SUNDAY	1,885	21
EDMONTON JOURNAL			MORN	519	6
EDMONTON JOURNAL			FRIDAY	517	6
EDMONTON JOURNAL			SUNDAY	522	6
LETHBRIDGE HERALD			EVE	770	9
CEN. DIV. 16	14,100	C 5			
EDMONTON JOURNAL			MORN	1,805	13
EDMONTON JOURNAL			FRIDAY	2,031	14
EDMONTON JOURNAL			SUNDAY	1,735	12
EDMONTON SUN			MORN	2,340	17
EDMONTON SUN			SUNDAY	3,452	24
* FORT MCMURRAY TODAY			EVE	5,734	41
* FORT MCMURRAY TODAY			FRIDAY	7,924	56
CEN. DIV. 17	14,800	C 3			
EDMONTON JOURNAL			MORN	1,806	12
EDMONTON JOURNAL			FRIDAY	1,979	13
EDMONTON JOURNAL			SUNDAY	1,577	11
EDMONTON SUN			MORN	866	6
EDMONTON SUN			SUNDAY	957	6

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DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 18	4,200	F 2			
EDMONTON JOURNAL			MORN	913	22
EDMONTON JOURNAL			FRIDAY	1,071	26
EDMONTON JOURNAL			SUNDAY	836	20
EDMONTON SUN			MORN	354	8
EDMONTON SUN			SUNDAY	375	9
CEN. DIV. 19	25,900	E 2			
EDMONTON JOURNAL			MORN	2,650	10
EDMONTON JOURNAL			FRIDAY	2,945	11
EDMONTON JOURNAL			SUNDAY	2,436	9
EDMONTON SUN			MORN	1,524	6
EDMONTON SUN			SUNDAY	1,924	7
* GRANDE PRAIRIE DAILY HERALD-TRIBUNE			EVE	8,360	32

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DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY REGIONAL DISTRICT

REGIONAL DISTRICT PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
BRITISH COLUMBIA					
ALBERNI-CLAYOQUOT	11,700	M 4			
* PORT ALBERNI ALBERNI VALLEY TIMES			EVE	6,643	57
VANCOUVER PROVINCE			MORN	834	7
VANCOUVER PROVINCE			SUNDAY	999	9
VANCOUVER SUN			MORN	572	5
VANCOUVER SUN			FRIDAY	686	6
VANCOUVER SUN			SATURDAY	824	7
VICTORIA TIMES-COLONIST			MORN	1,104	9
VICTORIA TIMES-COLONIST			SUNDAY	1,009	9
BULKLEY-NECHAKO	12,000	E 5			
PRINCE GEORGE CITIZEN			EVE	1,262	11
VANCOUVER PROVINCE			MORN	683	6
VANCOUVER PROVINCE			SUNDAY	753	6
VANCOUVER SUN			FRIDAY	286	2
VANCOUVER SUN			SATURDAY	578	5
CAPITAL	125,500	O 6			
VANCOUVER PROVINCE			MORN	1,552	1
VANCOUVER PROVINCE			SUNDAY	1,928	2
VANCOUVER SUN			MORN	2,748	2
VANCOUVER SUN			FRIDAY	3,692	3
VANCOUVER SUN			SATURDAY	5,109	4
* VICTORIA TIMES-COLONIST			MORN	65,449	52
* VICTORIA TIMES-COLONIST			SUNDAY	62,388	50
CARIBOO	20,300	H 8			
VANCOUVER PROVINCE			MORN	2,260	11
VANCOUVER PROVINCE			SUNDAY	2,911	14
VANCOUVER SUN			MORN	424	2
VANCOUVER SUN			FRIDAY	666	3
VANCOUVER SUN			SATURDAY	851	4
CENTRAL COAST	1,200	H 3			
VANCOUVER PROVINCE			MORN	106	9
VANCOUVER PROVINCE			SUNDAY	147	12
CEN. FRAZER VALLEY	29,600	N 9			
VANCOUVER PROVINCE			MORN	4,679	16
VANCOUVER PROVINCE			SUNDAY	5,905	20
VANCOUVER SUN			MORN	4,447	15
VANCOUVER SUN			FRIDAY	6,554	22
VANCOUVER SUN			SATURDAY	6,056	20
CENTRAL KOOTENAY	20,600	L16			
* NELSON DAILY NEWS			EVE	4,603	22
TRAIL DAILY TIMES			EVE	251	1
VANCOUVER PROVINCE			MORN	1,810	9
VANCOUVER PROVINCE			SUNDAY	2,297	11
VANCOUVER SUN			MORN	391	2
VANCOUVER SUN			FRIDAY	573	3
VANCOUVER SUN			SATURDAY	782	4

*Denotes Newspaper Published Within Regional District

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY REGIONAL DISTRICT

REGIONAL DISTRICT PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CENTRAL OKANAGAN	44,100	L13			
* KELOWNA DAILY COURIER			EVE	19,185	44
VANCOUVER PROVINCE			MORN	2,777	6
VANCOUVER PROVINCE			SUNDAY	3,970	9
VANCOUVER SUN			MORN	300	1
VANCOUVER SUN			FRIDAY	445	1
VANCOUVER SUN			SATURDAY	746	2
COLUMBIA-SHUSWAP	16,200	I15			
VANCOUVER PROVINCE			MORN	1,401	9
VANCOUVER PROVINCE			SUNDAY	1,729	11
VANCOUVER SUN			MORN	334	2
VANCOUVER SUN			FRIDAY	387	2
VANCOUVER SUN			SATURDAY	497	3
COMOX-STRATHCONA	32,000	L 4			
VANCOUVER PROVINCE			MORN	1,933	6
VANCOUVER PROVINCE			SUNDAY	2,412	8
VANCOUVER SUN			MORN	2,190	7
VANCOUVER SUN			FRIDAY	2,560	8
VANCOUVER SUN			SATURDAY	3,464	11
VICTORIA TIMES-COLONIST			MORN	1,912	6
VICTORIA TIMES-COLONIST			SUNDAY	1,887	6
COWICHAN VALLEY	23,400	N 6			
VANCOUVER PROVINCE			MORN	791	3
VANCOUVER PROVINCE			SUNDAY	954	4
VANCOUVER SUN			MORN	1,040	4
VANCOUVER SUN			FRIDAY	1,314	6
VANCOUVER SUN			SATURDAY	1,528	7
VICTORIA TIMES-COLONIST			MORN	5,355	23
VICTORIA TIMES-COLONIST			SUNDAY	5,325	23
DEWDNEY-ALOUETTE	31,200	M 9			
VANCOUVER PROVINCE			MORN	7,374	24
VANCOUVER PROVINCE			SUNDAY	8,902	29
VANCOUVER SUN			MORN	5,538	18
VANCOUVER SUN			FRIDAY	7,694	25
VANCOUVER SUN			SATURDAY	7,325	23
EAST KOOTENAY	17,900	K18			
CALGARY HERALD			MORN	501	3
CALGARY HERALD			FRIDAY	464	3
CALGARY HERALD			SUNDAY	447	2
CALGARY SUN			MORN	718	4
CALGARY SUN			SUNDAY	911	5
LETHBRIDGE HERALD			EVE	599	3
* CRANBROOK DAILY TOWNSMAN			EVE	4,041	23
VANCOUVER PROVINCE			MORN	986	6
VANCOUVER PROVINCE			SUNDAY	1,124	6
VANCOUVER SUN			MORN	418	2
VANCOUVER SUN			FRIDAY	478	3
VANCOUVER SUN			SATURDAY	610	3

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DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY REGIONAL DISTRICT

REGIONAL DISTRICT PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
FRASER-CHEAM	26,900	M10			
VANCOUVER PROVINCE			MORN	5,241	19
VANCOUVER PROVINCE			SUNDAY	6,408	24
VANCOUVER SUN			MORN	2,841	11
VANCOUVER SUN			FRIDAY	4,049	15
VANCOUVER SUN			SATURDAY	3,934	15
FRASER-FORT GEORGE	29,500	E 6			
* PRINCE GEORGE CITIZEN			EVE	20,089	68
VANCOUVER PROVINCE			MORN	958	3
VANCOUVER PROVINCE			SUNDAY	1,661	6
VANCOUVER SUN			MORN	311	1
VANCOUVER SUN			FRIDAY	466	2
VANCOUVER SUN			SATURDAY	801	3
GREATER VANCOUVER	598,400	D11			
* VANCOUVER PROVINCE			MORN	130,715	22
* VANCOUVER PROVINCE			SUNDAY	154,691	26
* VANCOUVER SUN			MORN	161,119	27
* VANCOUVER SUN			FRIDAY	217,414	36
* VANCOUVER SUN			SATURDAY	207,699	35
KITIMAT-STIKINE	12,800	D 4			
VANCOUVER PROVINCE			MORN	1,163	9
VANCOUVER PROVINCE			SUNDAY	1,744	14
VANCOUVER SUN			SATURDAY	412	3
KOOTENAY BOUNDARY	12,500	M14			
* TRAIL DAILY TIMES			EVE	5,604	45
VANCOUVER PROVINCE			MORN	1,403	11
VANCOUVER PROVINCE			SUNDAY	1,833	15
VANCOUVER SUN			MORN	329	3
VANCOUVER SUN			FRIDAY	416	3
VANCOUVER SUN			SATURDAY	541	4
MOUNT WADDINGTON	4,700	J 3			
VANCOUVER PROVINCE			MORN	673	14
VANCOUVER PROVINCE			SUNDAY	826	18
VANCOUVER SUN			MORN	331	7
VANCOUVER SUN			FRIDAY	388	8
VANCOUVER SUN			SATURDAY	510	11
NANAIMO	39,600	M 6			
* NANAIMO DAILY FREE PRESS			EVE	10,733	27
VANCOUVER PROVINCE			MORN	2,821	7
VANCOUVER PROVINCE			SUNDAY	3,575	9
VANCOUVER SUN			MORN	2,515	6
VANCOUVER SUN			FRIDAY	3,477	9
VANCOUVER SUN			SATURDAY	3,886	10
VICTORIA TIMES-COLONIST			MORN	3,225	8
VICTORIA TIMES-COLONIST			SUNDAY	3,437	9

*Denotes Newspaper Published Within Regional District

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY REGIONAL DISTRICT

REGIONAL DISTRICT PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
NORTH OKANAGAN	23,400	K14			
VANCOUVER PROVINCE			MORN	1,492	6
VANCOUVER PROVINCE			SUNDAY	2,199	9
VANCOUVER SUN			MORN	264	1
VANCOUVER SUN			FRIDAY	436	2
VANCOUVER SUN			SATURDAY	637	3
* VERNON DAILY NEWS			EVE	8,072	34
OKANAGAN-SIMILKAMEEN	27,900	M12			
* PENTICTON HERALD			EVE	8,911	32
VANCOUVER PROVINCE			MORN	3,511	13
VANCOUVER PROVINCE			SUNDAY	4,499	16
VANCOUVER SUN			MORN	488	2
VANCOUVER SUN			FRIDAY	689	2
VANCOUVER SUN			SATURDAY	931	3
PEACE RIVER	17,700	C 6			
EDMONTON JOURNAL			MORN	1,082	6
EDMONTON JOURNAL			FRIDAY	1,031	6
EDMONTON JOURNAL			SUNDAY	1,001	6
* FORT ST. JOHN ALASKA HIGHWAY NEWS			EVE	2,946	17
VANCOUVER PROVINCE			MORN	658	4
VANCOUVER PROVINCE			SUNDAY	953	5
VANCOUVER SUN			SATURDAY	345	2
POWELL RIVER	7,600	K 6			
VANCOUVER PROVINCE			MORN	889	12
VANCOUVER PROVINCE			SUNDAY	1,097	14
VANCOUVER SUN			MORN	864	11
VANCOUVER SUN			FRIDAY	1,295	17
VANCOUVER SUN			SATURDAY	1,270	17
SKEENA-Q.CHARLOTTE	8,000	D 3			
* PRINCE RUPERT DAILY NEWS			EVE	3,569	45
VANCOUVER PROVINCE			MORN	634	8
VANCOUVER PROVINCE			SUNDAY	856	11
VANCOUVER SUN			SATURDAY	333	4
SQUAMISH-LILLOOET	8,700	K 8			
VANCOUVER PROVINCE			MORN	2,493	29
VANCOUVER PROVINCE			SUNDAY	3,308	38
VANCOUVER SUN			MORN	1,256	14
VANCOUVER SUN			FRIDAY	1,578	18
VANCOUVER SUN			SATURDAY	1,948	22
SUNSHINE COAST	8,700	L 7			
VANCOUVER PROVINCE			MORN	1,048	12
VANCOUVER PROVINCE			SUNDAY	1,408	16
VANCOUVER SUN			MORN	1,918	22
VANCOUVER SUN			FRIDAY	2,934	34
VANCOUVER SUN			SATURDAY	2,729	31
THOMPSON-NICOLA	37,300	J11			
* KAMLOOPS DAILY NEWS			EVE	17,847	48
VANCOUVER PROVINCE			MORN	3,676	10
VANCOUVER PROVINCE			SUNDAY	4,869	13
VANCOUVER SUN			MORN	618	2
VANCOUVER SUN			FRIDAY	892	2
VANCOUVER SUN			SATURDAY	1,304	3

*Denotes Newspaper Published Within Regional District

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
YUKON					
YUKON	10,200	I 2			
VANCOUVER SUN			SATURDAY	267	3
* WHITEHORSE STAR			EVE	3,131	31
NORTHWEST TERRITORIES					
FORT SMITH	9,700	K 5			
EDMONTON JOURNAL			MORN	1,416	15
EDMONTON JOURNAL			FRIDAY	1,346	14
EDMONTON JOURNAL			SUNDAY	1,008	10
EDMONTON SUN			MORN	315	3
EDMONTON SUN			SUNDAY	398	4

*Denotes Newspaper Published Within Territory

Part I

SECTION C

Daily Newspaper Circulation
Major Market Circulation & Coverage Analysis

Publisher reported or ABC compiled circulation data coupled with 1991 estimated population and occupied households are provided in this section for 25 major markets where ABC member daily newspapers circulate. These major markets are listed by size of the total market population. Map reference coordinates, provided to aid in locating markets, relate to the provincial maps included at the back of this volume.

Newspaper circulation within these census-defined areas and the circulation/occupied household ratios are shown for all member daily newspapers having circulation of at least 500 copies in the area. Newspapers published in the market area are identified by an asterisk.

MAJOR MARKET CIRCULATION COVERAGE ANALYSIS

CENSUS METROPOLITAN AREA	AUDIT PERIOD	CURRENT ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
TORONTO, ONTARIO			K 8			
POPULATION		3,718,800				
HOUSEHOLDS		1,310,600				
MONTREAL LA PRESSE (F)	3/91			SATURDAY	557	
* TORONTO STAR	9/91			ALL DAY	373,628	29
* TORONTO STAR	9/91			SATURDAY	541,815	41
* TORONTO STAR	9/91			SUNDAY	373,629	29
* TORONTO SUN	9/91			MORN	204,578	16
* TORONTO SUN	9/91			SATURDAY	130,705	10
* TORONTO SUN	9/91			SUNDAY	328,030	25
MONTREAL, QUEBEC			D13			
POPULATION		3,064,500				
HOUSEHOLDS		1,227,400				
* MONTREAL GAZETTE	3/91			MORN	155,371	13
* MONTREAL GAZETTE	3/91			SATURDAY	233,095	19
* MONTREAL GAZETTE	3/91			SUNDAY	143,415	12
* MONTREAL LE DEVOIR (F)	3/91			MORN	15,873	1
* MONTREAL LE DEVOIR (F)	3/91			SATURDAY	16,912	1
* LE JOURNAL DE MONTREAL (F)	3/91			MORN	203,179	17
* LE JOURNAL DE MONTREAL (F)	3/91			SATURDAY	221,418	18
* LE JOURNAL DE MONTREAL (F)	3/91			SUNDAY	194,837	16
* MONTREAL LA PRESSE (F)	3/91			MORN	150,714	12
* MONTREAL LA PRESSE (F)	3/91			SATURDAY	227,678	19
* MONTREAL LA PRESSE (F)	3/91			SUNDAY	140,605	11
QUEBEC LE SOLEIL (F)	3/91			MORN	1,011	
QUEBEC LE SOLEIL (F)	3/91			SATURDAY	1,013	
QUEBEC LE SOLEIL (F)	3/91			SUNDAY	623	
OTTAWA CITIZEN	3/91			SATURDAY	1,307	
TORONTO STAR	9/91			SATURDAY	1,239	
VANCOUVER, BRITISH COLUMBIA			D10			
POPULATION		1,567,200				
HOUSEHOLDS		619,600				
* VANCOUVER PROVINCE	9/91			MORN	134,068	22
* VANCOUVER PROVINCE	9/91			SUNDAY	160,988	26
* VANCOUVER SUN	9/91			MORN	164,908	27
* VANCOUVER SUN	9/91			FRIDAY	222,705	36
* VANCOUVER SUN	9/91			SATURDAY	212,822	34
OTTAWA-HULL, ONTARIO-QUEBEC			S11			
POPULATION		876,500				
HOUSEHOLDS		335,600				

*Denotes Newspaper Published Within Market

MAJOR MARKET CIRCULATION COVERAGE ANALYSIS

CENSUS METROPOLITAN AREA	AUDIT PERIOD	CURRENT ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
OTTAWA-HULL, ONTARIO-QUEBEC						
MONTREAL GAZETTE	3/91			MORN	2,943	1
MONTREAL GAZETTE	3/91			SATURDAY	2,908	1
MONTREAL GAZETTE	3/91			SUNDAY	2,334	1
MONTREAL LE DEVOIR (F)	3/91			MORN	2,479	1
MONTREAL LE DEVOIR (F)	3/91			MORN	2,477	1
MONTREAL LE DEVOIR (F)	3/91			SATURDAY	2,514	1
MONTREAL LE DEVOIR (F)	3/91			SATURDAY	2,514	1
LE JOURNAL DE MONTREAL (F)	3/91			MORN	7,258	2
LE JOURNAL DE MONTREAL (F)	3/91			SATURDAY	7,270	2
LE JOURNAL DE MONTREAL (F)	3/91			SUNDAY	9,895	3
MONTREAL LA PRESSE (F)	3/91			MORN	3,769	1
MONTREAL LA PRESSE (F)	3/91			SATURDAY	4,983	1
MONTREAL LA PRESSE (F)	3/91			SUNDAY	3,166	1
* OTTAWA CITIZEN	3/91			ALL DAY	141,021	42
* OTTAWA CITIZEN	3/91			SATURDAY	182,000	54
* OTTAWA CITIZEN	3/91			SUNDAY	123,260	37
* OTTAWA LE DROIT	3/91			ALL DAY	25,521	8
* OTTAWA LE DROIT	3/91			SATURDAY	30,174	9
* OTTAWA SUN	3/91			MORN	33,431	10
* OTTAWA SUN	3/91			SUNDAY	34,707	10
TORONTO STAR	9/91			ALL DAY	2,430	1
TORONTO STAR	9/91			SATURDAY	3,374	1
TORONTO STAR	9/91			SUNDAY	4,827	1
EDMONTON, ALBERTA			Q 4			
POPULATION		824,200				
HOUSEHOLDS		308,500				
* EDMONTON JOURNAL	6/91			MORN	135,265	44
* EDMONTON JOURNAL	6/91			FRIDAY	156,471	51
* EDMONTON JOURNAL	6/91			SUNDAY	128,258	42
* EDMONTON SUN	6/91			MORN	61,849	20
* EDMONTON SUN	6/91			SUNDAY	94,295	31
CALGARY, ALBERTA			O 9			
POPULATION		735,100				
HOUSEHOLDS		279,600				
* CALGARY HERALD	6/91			MORN	110,813	40
* CALGARY HERALD	6/91			FRIDAY	142,235	51
* CALGARY HERALD	6/91			SATURDAY	120,120	43
* CALGARY HERALD	6/91			SUNDAY	103,313	37
* CALGARY SUN	6/91			MORN	57,825	21
* CALGARY SUN	6/91			SUNDAY	78,960	28
WINNIPEG, MANITOBA			G11			
POPULATION		642,400				
HOUSEHOLDS		248,500				
* WINNIPEG FREE PRESS	3/91			MORN	129,041	52
* WINNIPEG FREE PRESS	3/91			SATURDAY	172,913	70
* WINNIPEG FREE PRESS	3/91			SUNDAY	117,145	47
* WINNIPEG SUN	3/91			MORN	42,720	17
* WINNIPEG SUN	3/91			SUNDAY	49,173	20

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MAJOR MARKET CIRCULATION COVERAGE ANALYSIS

CENSUS METROPOLITAN AREA	AUDIT PERIOD	CURRENT ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
QUEBEC, QUEBEC			D17			
POPULATION		623,800				
HOUSEHOLDS		242,100				
CHICOUTIMI PROGRES-DIMANCHE (F)	3/91			SUNDAY	632	
MONTREAL GAZETTE	3/91			MORN	1,946	1
MONTREAL GAZETTE	3/91			SATURDAY	3,945	2
MONTREAL GAZETTE	3/91			SUNDAY	1,412	1
MONTREAL LE DEVOIR (F)	3/91			MORN	2,964	1
MONTREAL LE DEVOIR (F)	3/91			SATURDAY	3,072	1
MONTREAL LA PRESSE (F)	3/91			MORN	2,527	1
MONTREAL LA PRESSE (F)	3/91			SATURDAY	4,286	2
MONTREAL LA PRESSE (F)	3/91			SUNDAY	2,250	1
* LE JOURNAL DE QUEBEC (F)	3/91			MORN	60,539	25
* LE JOURNAL DE QUEBEC (F)	3/91			SATURDAY	62,949	26
* LE JOURNAL DE QUEBEC (F)	3/91			SUNDAY	55,505	23
* QUEBEC LE SOLEIL (F)	3/91			MORN	65,523	27
* QUEBEC LE SOLEIL (F)	3/91			SATURDAY	92,048	38
* QUEBEC LE SOLEIL (F)	3/91			SUNDAY	56,435	23
HAMILTON, ONTARIO			N 5			
POPULATION		592,800				
HOUSEHOLDS		220,700				
* BURLINGTON SPECTATOR	12/91			EVE	20,528	9
* HAMILTON SPECTATOR	12/91			EVE	100,967	46
TORONTO STAR	9/91			ALL DAY	12,358	6
TORONTO STAR	9/91			SATURDAY	14,957	7
TORONTO STAR	9/91			SUNDAY	15,217	7
TORONTO SUN	9/91			MORN	12,444	6
TORONTO SUN	9/91			SATURDAY	9,313	4
TORONTO SUN	9/91			SUNDAY	18,552	8
LONDON, ONTARIO			R14			
POPULATION		379,800				
HOUSEHOLDS		146,800				
* LONDON FREE PRESS	9/91			MORN	71,919	49
* LONDON FREE PRESS	9/91			SATURDAY	79,350	54
* ST. THOMAS TIMES-JOURNAL	12/91			EVE	7,891	5
TORONTO STAR	9/91			ALL DAY	4,343	3
TORONTO STAR	9/91			SATURDAY	5,145	4
TORONTO STAR	9/91			SUNDAY	17,913	12
TORONTO SUN	9/91			SUNDAY	2,210	2
ST. CATHARINES-NIAGARA, ONTARIO			O 8			
POPULATION		364,500				
HOUSEHOLDS		137,200				

*Denotes Newspaper Published Within Market

MAJOR MARKET CIRCULATION COVERAGE ANALYSIS

CENSUS METROPOLITAN AREA	AUDIT PERIOD	CURRENT ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
ST. CATHARINES-NIAGARA, ONTARIO						
HAMILTON SPECTATOR	12/91			EVE	920	1
* NIAGARA FALLS REVIEW	12/91			EVE	18,777	14
ST. CATHARINES STANDARD	12/91			EVE	39,158	29
TORONTO STAR	9/91			ALL DAY	9,742	7
TORONTO STAR	9/91			SATURDAY	13,531	10
TORONTO STAR	9/91			SUNDAY	12,489	9
TORONTO SUN	9/91			MORN	3,965	3
TORONTO SUN	9/91			SATURDAY	3,679	3
TORONTO SUN	9/91			SUNDAY	5,837	4
* WELLAND EVENING TRIBUNE	12/91			EVE	16,665	12
KITCHENER, ONTARIO			K 1			
POPULATION		359,700				
HOUSEHOLDS		129,600				
* CAMBRIDGE REPORTER	12/91			EVE	13,125	10
* KITCHENER-WATERLOO RECORD	12/91			EVE	59,945	46
* KITCHENER-WATERLOO RECORD	12/91			SATURDAY	69,004	53
TORONTO STAR	9/91			ALL DAY	3,870	3
TORONTO STAR	9/91			SATURDAY	7,056	5
TORONTO STAR	9/91			SUNDAY	5,889	5
TORONTO SUN	9/91			MORN	6,740	5
TORONTO SUN	9/91			SATURDAY	5,273	4
TORONTO SUN	9/91			SUNDAY	7,762	6
HALIFAX, NOVA SCOTIA			M18			
POPULATION		312,100				
HOUSEHOLDS		113,600				
* HALIFAX CHRONICLE-HERALD, MAIL-STAR	9/91			MORN/EVE	70,534	62
* HALIFAX DAILY NEWS	9/91			MORN	20,968	18
* HALIFAX DAILY NEWS	9/91			SUNDAY	28,000	25
VICTORIA, BRITISH COLUMBIA			N 7			
POPULATION		285,100				
HOUSEHOLDS		121,200				
VANCOUVER PROVINCE	9/91			MORN	1,296	1
VANCOUVER PROVINCE	9/91			SUNDAY	1,626	1
VANCOUVER SUN	9/91			EVE	2,315	2
VANCOUVER SUN	9/91			FRIDAY	2,983	2
VANCOUVER SUN	9/91			SATURDAY	4,119	3
* VICTORIA TIMES-COLONIST	9/91			MORN	65,449	54
* VICTORIA TIMES-COLONIST	9/91			SUNDAY	62,388	51
WINDSOR, ONTARIO			T 8			
POPULATION		261,600				
HOUSEHOLDS		98,100				
TORONTO STAR	9/91			SATURDAY	1,273	1
TORONTO STAR	9/91			SUNDAY	1,621	2
* WINDSOR STAR	3/91			EVE	70,597	72

*Denotes Newspaper Published Within Market

MAJOR MARKET CIRCULATION COVERAGE ANALYSIS

CENSUS METROPOLITAN AREA	AUDIT PERIOD	CURRENT ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
OSHAWA, ONTARIO			K10			
POPULATION		244,100				
HOUSEHOLDS		83,500				
* OSHAWA TIMES	12/91			EVE	17,835	21
TORONTO STAR	9/91			ALL DAY	11,965	14
TORONTO STAR	9/91			SATURDAY	18,518	22
TORONTO STAR	9/91			SUNDAY	10,972	13
TORONTO SUN	9/91			MORN	12,605	15
TORONTO SUN	9/91			SATURDAY	8,878	11
TORONTO SUN	9/91			SUNDAY	22,421	27
SASKATOON, SASKATCHEWAN			L 7			
POPULATION		243,700				
HOUSEHOLDS		90,400				
* SASKATOON STAR-PHOENIX	3/91			ALL DAY	43,590	48
REGINA, SASKATCHEWAN			P10			
POPULATION		189,900				
HOUSEHOLDS		70,800				
* REGINA LEADER POST	3/91			EVE	45,053	64
ST. JOHN'S, NEWFOUNDLAND			D14			
POPULATION		163,800				
HOUSEHOLDS		50,400				
* SAINT JOHN'S EVENING TELEGRAM	9/91			EVE	30,341	55
* SAINT JOHN'S EVENING TELEGRAM	9/91			SATURDAY	37,379	67
* SAINT JOHN'S EVENING TELEGRAM	9/91			SUNDAY	27,389	49
CHICOUTIMI-JONQUIERE, QUEBEC			J 8			
POPULATION		157,600				
HOUSEHOLDS		55,600				
* CHICOUTIMI PROGRES-DIMANCHE (F)	3/91			SUNDAY	26,062	52
* CHICOUTIMI LE QUOTIDIEN (F)	3/91			MORN	17,525	35
MONTREAL LA PRESSE (F)	3/91			MORN	1,224	2
MONTREAL LA PRESSE (F)	3/91			SATURDAY	1,948	4
MONTREAL LA PRESSE (F)	3/91			SUNDAY	851	2
LE JOURNAL DE QUEBEC (F)	3/91			MORN	4,822	10
LE JOURNAL DE QUEBEC (F)	3/91			SATURDAY	4,044	8
LE JOURNAL DE QUEBEC (F)	3/91			SUNDAY	3,544	7
QUEBEC LE SOLEIL (F)	3/91			SATURDAY	705	1
SUDBURY, ONTARIO			E17			
POPULATION		149,400				
HOUSEHOLDS		57,000				
* SUDBURY STAR	3/91			EVE	25,083	44
TORONTO STAR	9/91			ALL DAY	3,441	6
TORONTO STAR	9/91			SATURDAY	3,890	7
TORONTO STAR	9/91			SUNDAY	3,960	7

*Denotes Newspaper Published Within Market

MAJOR MARKET CIRCULATION COVERAGE ANALYSIS

CENSUS METROPOLITAN AREA	AUDIT PERIOD	CURRENT ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
SHERBROOKE, QUEBEC			R15			
POPULATION		134,200				
HOUSEHOLDS		53,800				
MONTREAL GAZETTE	3/91			MORN	741	1
MONTREAL GAZETTE	3/91			SATURDAY	1,430	3
MONTREAL GAZETTE	3/91			SUNDAY	819	2
LE JOURNAL DE MONTREAL (F)	3/91			MORN	2,009	4
LE JOURNAL DE MONTREAL (F)	3/91			SATURDAY	2,203	4
LE JOURNAL DE MONTREAL (F)	3/91			SUNDAY	3,343	6
MONTREAL LA PRESSE (F)	3/91			MORN	1,385	3
MONTREAL LA PRESSE (F)	3/91			SATURDAY	2,756	5
MONTREAL LA PRESSE (F)	3/91			SUNDAY	1,843	3
* SHERBROOKE RECORD	3/91			MORN	1,725	3
* SHERBROOKE LA TRIBUNE (F)	3/91			MORN	19,945	37
* SHERBROOKE LA TRIBUNE (F)	3/91			SATURDAY	24,968	46
TROIS RIVIERES, QUEBEC			M13			
POPULATION		133,900				
HOUSEHOLDS		53,500				
MONTREAL GAZETTE	3/91			SATURDAY	586	1
LE JOURNAL DE MONTREAL (F)	3/91			MORN	3,695	7
LE JOURNAL DE MONTREAL (F)	3/91			SATURDAY	4,613	9
LE JOURNAL DE MONTREAL (F)	3/91			SUNDAY	6,326	12
MONTREAL LA PRESSE (F)	3/91			MORN	2,116	4
MONTREAL LA PRESSE (F)	3/91			SATURDAY	3,804	7
MONTREAL LA PRESSE (F)	3/91			SUNDAY	3,402	6
* TROIS RIVIERES LE NOUVELLISTE (F)	3/91			MORN	24,207	45
THUNDER BAY, ONTARIO			F 4			
POPULATION		122,700				
HOUSEHOLDS		45,600				
* THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL	6/91			MORN/EVE	31,422	6
* THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL	6/91			SUNDAY	28,236	6
SAINT JOHN, NEW BRUNSWICK			M14			
POPULATION		122,400				
HOUSEHOLDS		44,400				
* SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE	9/91			MORN/EVE	35	
* SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE	9/91			SATURDAY	30	

*Denotes Newspaper Published Within Market

Part I

SECTION D

Daily Newspaper Circulation
Circulation Trend Data in Census Metropolitan Areas

Five year data on circulation of daily newspapers in the 25 Census Metropolitan areas are included in this report for the fifth time. These include coverage ratios, single copy sales, subscription sales and their proportions of total circulation.

DAILY NEWSPAPERS - FIVE YEAR TREND

C.M.A. PUBLICATION AUDIT PERIOD	EDITION	CENSUS METROPOLITAN AREA									
		HSLDS. (000)	CIRC.	RATIO CIRC/ HSLDS.	% OF TOTAL CIRC.	TOTAL CIRC.	SUBSCR. CARRIER /MAIL*	% OF TOTAL CIRC.	SINGLE COPY SALES	CZ OR NDM CIRC.	% OF TOTAL CIRC.
ST. JOHN'S, NEWFOUNDLAND											
SAINT JOHN'S EVENING TELEGRAM											
9/91	E(M-F)	50.4	30,341	60	78	38,907	30,851	79	8,056	20,445	53
9/90		50.1	31,151	62	78	39,754	31,341	79	8,413	21,016	53
9/89		50.2	31,611	63	80	39,624	31,264	79	8,360	21,237	54
9/88		49.7	30,626	62	80	38,205	30,370	79	7,834	20,836	55
9/87		50.1	30,683	61	80	38,408	31,670	82	6,738	21,003	55
SAINT JOHN'S EVENING TELEGRAM											
9/91	WEEKEND	50.4	37,379	74	65	57,903	43,076	74	14,827	24,500	42
9/90		50.1	37,631	75	65	57,862	43,398	75	14,464	24,482	42
9/89		50.2	37,745	75	66	57,064	43,191	76	13,873	24,517	43
9/88		49.7	36,559	74	67	54,793	41,562	76	13,231	23,978	44
9/87		50.1	36,142	72	66	54,353	43,627	80	10,726	23,955	44
SAINT JOHN'S EVENING TELEGRAM											
9/91	SUN.	50.4	27,389	54	75	36,407	31,675	87	4,732	18,020	49
9/90		50.1	27,838	56	75	37,153	32,297	87	4,856	18,376	49
9/89		50.2	27,386	55	77	35,637	30,745	86	4,892	18,120	51
HALIFAX, NOVA SCOTIA											
HALIFAX CHRONICLE-HERALD, MAIL-STAR											
9/91	M/E(M-S)	113.6	70,534	62	50	141,511	117,987	83	23,113	71,537	51
9/90		109.6	64,831	59	45	144,767	119,617	83	24,655	70,635	49
9/89		109.4	74,059	68	50	148,119	120,934	82	27,185	135,524	91
9/88		108.0	74,716	69	51	146,696	119,553	81	26,693	134,412	92
9/87		106.3	72,354	68	51	140,880	111,743	79	28,694	60,184	43
HALIFAX DAILY NEWS											
9/91	M(M-S)	113.6	20,968	18	83	25,313	16,291	64	9,022	21,952	87
9/90	M(M-F)	109.6	20,536	19	85	24,095	15,377	64	8,718	21,445	89
9/89		109.4	19,384	18	83	23,388	13,385	57	10,003	20,149	86
9/88		108.0	19,783	18	86	22,993	13,410	58	9,583	20,002	87
9/87		106.3	19,353	18	90	21,445	12,248	57	9,197	19,559	91
HALIFAX DAILY NEWS											
9/90	SAT.	109.6				22,833	15,360	67	7,473	20,217	89
HALIFAX DAILY NEWS											
9/91	SUN.	113.6	28,000	25	76	37,022	21,520	58	15,502	29,831	81
9/90		109.6	26,054	24	79	33,063	19,500	59	13,563	27,169	82
9/89		109.4	21,763	20	78	27,982	15,015	54	12,967	22,598	81
SAINT JOHN, NEW BRUNSWICK											
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE											
9/91	M(M-F)	44.4	35,942	81	60	60,313	43,744	73	16,538	23,714	39
9/90	M/E(M-F)	44.0	35,585	81	55	64,138	45,944	72	18,175	24,681	38
9/89		41.1	33,059	80	52	63,640	45,807	72	17,833	24,626	39
9/88		42.8	34,270	80	54	63,471	45,908	72	17,511	24,693	39
9/87		40.0	33,897	85	54	62,582	45,385	73	17,197	24,623	39
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE											
9/91	SAT.	44.4	30,949	70	52	59,128	41,406	70	17,664	20,712	35
9/90		44.0	32,084	73	52	62,074	43,078	69	18,995	21,480	35
9/89		41.1	30,488	74	50	60,959	42,749	70	18,210	21,335	35
9/88		42.8	30,755	72	51	60,623	43,012	71	17,611	21,590	36
9/87		40.0	30,316	76	50	60,365	42,991	71	17,374	21,722	36

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DAILY NEWSPAPERS - FIVE YEAR TREND

C.M.A.		CENSUS METROPOLITAN AREA									
PUBLICATION AUDIT PERIOD	EDITION	HSLDS. (000)	CIRC.	RATIO CIRC/ HSLDS.	% OF TOTAL CIRC.	TOTAL CIRC.	SUBSCR. CARRIER /MAIL*	% OF TOTAL CIRC.	SINGLE COPY SALES	CZ OR NDM CIRC.	% OF TOTAL CIRC.
CHICOUTIMI-JONQUIERE, QUEBEC											
CHICOUTIMI PROGRES-DIMANCHE (F)											
3/91	SUN.	55.6	26,082	47	51	51,092	35,560	70	15,532	13,790	27
3/90		57.6	25,910	45	50	51,560	35,497	69	16,063	13,057	25
3/89		54.3	24,647	46	50	50,002	34,803	70	15,199	12,798	26
3/88		53.3	24,741	46	50	49,842	34,889	70	14,953	12,827	26
3/87		43.9	24,906	57	49	50,956	33,016	65	17,940	12,951	25
CHICOUTIMI LE QUOTIDIEN (F)											
3/91	M(M-S)	55.6	17,525	32	56	31,230	29,113	93	2,117	9,720	31
3/90		57.6	18,603	32	57	32,914	30,345	92	2,569	10,260	31
3/89		54.3	18,380	34	57	32,066	29,995	94	2,071	9,988	31
3/88		53.3	19,192	36	57	33,437	30,916	92	2,511	10,505	31
3/87		43.9	18,295	42	57	32,090	29,613	92	2,477	10,045	31
MONTREAL, QUEBEC											
LE JOURNAL DE MONTREAL (F)											
3/91	M(M-F)	1,227.4	203,179	17	68	299,474	118,064	39	181,410	257,258	86
3/90		1,205.6	202,946	17	63	320,192	124,747	39	195,445	276,061	86
3/89		1,178.0	220,845	19	69	318,610	123,633	39	183,977	220,845	69
3/88		1,157.3	221,911	19	70	316,575	124,612	39	191,963	221,911	70
3/87		1,142.0	226,096	20	70	321,683	126,164	39	195,519	226,096	70
LE JOURNAL DE MONTREAL (F)											
3/91	SAT.	1,227.4	221,418	18	64	346,697	130,022	38	216,675	292,996	85
3/90		1,205.6	212,546	18	60	352,848	135,595	38	217,253	299,084	85
3/89		1,178.0	224,352	19	65	342,792	136,989	40	205,803	224,352	65
3/88		1,157.3	227,988	20	66	344,743	134,191	39	210,552	227,988	66
3/87		1,142.0	239,261	21	66	361,269	136,269	38	225,000	239,261	66
LE JOURNAL DE MONTREAL (F)											
3/91	SUN.	1,227.4	194,837	16	61	320,339	129,006	40	191,333	261,771	82
3/90		1,205.6	188,526	16	57	331,413	133,920	40	197,493	271,854	82
3/89		1,178.0	206,066	17	62	333,038	134,628	40	198,410	206,066	62
3/88		1,157.3	213,213	18	63	338,254	132,842	39	205,412	213,213	63
3/87		1,142.0	216,319	19	63	341,075	134,572	39	206,503	216,319	63
MONTREAL GAZETTE											
3/91	M(M-F)	1,227.4	155,371	13	91	171,496	118,504	69	52,458	141,244	82
3/90		1,205.6	156,913	13	88	177,979	122,507	69	54,951	146,207	82
3/89		1,178.0	160,383	14	89	179,873	125,261	70	54,612	148,186	82
3/88		1,157.3	169,932	15	89	190,747	131,030	69	59,157	157,108	82
3/87		1,142.0	174,274	15	89	196,309	130,770	67	65,147	160,973	82
MONTREAL GAZETTE											
3/91	SAT.	1,227.4	233,095	19	93	250,053	140,124	56	109,815	196,787	79
3/90		1,205.6	219,441	18	86	256,319	143,124	56	113,009	202,169	79
3/89		1,178.0	222,877	19	86	257,797	146,612	57	111,185	202,729	79
3/88		1,157.3	231,301	20	86	268,971	152,447	57	116,434	210,779	78
3/87		1,142.0	231,668	20	86	270,745	150,357	56	120,237	211,096	78
MONTREAL GAZETTE											
3/91	SUN.	1,227.4	143,415	12	91	158,394	121,732	77	36,550	129,113	82
3/90		1,205.6	142,443	12	89	160,398	125,211	78	35,112	131,290	82
3/89		1,178.0	150,603	13	91	166,366	134,750	81	31,616	137,039	82
3/88		1,157.3	176,207	15	90	196,453	155,416	79	41,002	161,174	82

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DAILY NEWSPAPERS - FIVE YEAR TREND

C.M.A. CENSUS METROPOLITAN AREA

PUBLICATION AUDIT PERIOD	EDITION	HSLDS. (000)	CIRC.	RATIO CIRC/ HSLDS.	% OF TOTAL CIRC.	TOTAL CIRC.	SUBSCR. CARRIER /MAIL*	% OF TOTAL CIRC.	SINGLE COPY SALES	CZ OR NDM CIRC.	% OF TOTAL CIRC.
MONTREAL, QUEBEC (cont.)											
MONTREAL LA PRESSE (F)											
3/91	M(M-F)	1,227.4	150,714	12	76	197,913	130,684	66	66,444	161,530	82
3/90		1,205.6	156,004	13	78	201,249	134,332	67	65,850	165,381	82
3/89		1,178.0	156,266	13	78	201,511	137,667	68	63,844	165,056	82
3/88		1,157.3	155,720	13	78	200,281	134,717	67	64,569	163,760	82
3/87		1,142.0	149,370	13	76	195,323	128,233	66	66,432	157,412	81
MONTREAL LA PRESSE (F)											
3/91	SAT.	1,227.4	227,678	19	72	317,043	157,446	50	159,462	246,732	78
3/90		1,205.6	231,827	19	73	317,441	157,735	50	159,540	248,622	78
3/89		1,178.0	232,682	20	73	317,442	160,182	50	157,260	248,126	78
3/88		1,157.3	232,297	20	74	315,450	156,971	50	158,380	246,714	78
3/87		1,142.0	226,712	20	73	311,075	147,396	47	163,588	240,845	77
MONTREAL LA PRESSE (F)											
3/91	SUN.	1,227.4	140,605	11	74	189,129	138,397	73	50,332	151,299	80
3/90		1,205.6	139,981	12	75	185,646	137,906	74	47,646	149,502	81
3/89		1,178.0	140,660	12	76	184,958	139,541	75	45,417	149,179	81
3/88		1,157.3	126,147	11	76	165,113	123,261	75	41,836	133,070	81
3/87		1,142.0	113,567	10	74	153,462	112,784	73	40,673	119,988	78
MONTREAL LE DEVOIR (F)											
3/91	M(M-F)	1,227.4	15,873	1	59	26,778	14,146	53	12,632	17,294	65
3/90		1,205.6	15,530	1	61	25,500	13,211	52	12,289	17,102	67
3/89		1,178.0	16,676	1	60	27,634	14,378	52	13,256	16,676	60
3/88		1,157.3	17,121	1	60	28,744	14,892	52	13,852	17,121	60
3/87		1,142.0	17,086	1	58	29,261	16,396	56	12,865	17,086	58
MONTREAL LE DEVOIR (F)											
3/91	SAT.	1,227.4	16,912	1	57	29,912	14,416	48	15,496	18,723	63
3/90		1,205.6	16,603	1	55	30,050	13,992	47	16,058	18,964	63
3/89		1,178.0	17,770	2	56	31,596	14,822	47	16,774	17,770	56
3/88		1,157.3	18,336	2	57	32,201	15,018	47	17,183	18,336	57
3/87		1,142.0	18,576	2	56	33,266	16,490	50	16,776	18,576	56
QUEBEC, QUEBEC											
QUEBEC LE SOLEIL (F)											
3/91	M(M-F)	242.1	65,523	27	62	106,409	90,569	85	15,691	66,559	63
3/90		228.7	68,772	30	63	109,798	93,121	85	16,465	68,185	62
3/89		233.2	70,299	30	63	111,072	95,122	86	15,950	69,371	62
3/88		228.7	50,861	22	45	112,458	96,110	85	16,110	69,405	62
3/87		219.4	73,268	33	64	114,122	97,790	86	16,149	71,008	62
QUEBEC LE SOLEIL (F)											
3/91	SAT.	242.1	92,048	38	64	143,394	103,383	72	39,975	93,651	65
3/90		228.7	94,056	41	66	142,771	103,586	73	39,161	92,639	65
3/89		233.2	94,042	40	67	141,327	103,785	73	37,542	92,850	66
3/88		228.7	66,913	29	48	140,717	103,735	74	36,935	90,496	64
3/87		219.4	93,996	43	66	141,952	104,362	74	37,566	91,043	64
QUEBEC LE SOLEIL (F)											
3/91	SUN.	242.1	56,435	23	61	91,963	78,408	85	13,549	57,415	62
3/90		228.7	57,592	25	62	92,641	79,342	86	13,292	56,928	61
3/89		233.2	57,394	25	62	92,109	79,634	86	12,475	56,834	62
3/88		228.7	41,042	18	45	90,646	79,025	87	11,590	54,684	60
3/87		219.4	56,556	26	63	90,370	79,674	88	10,694	54,776	61

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DAILY NEWSPAPERS - FIVE YEAR TREND

C.M.A. PUBLICATION AUDIT PERIOD	EDITION	CENSUS METROPOLITAN AREA HSLDS. (000)	CIRC.	RATIO CIRC/ HSLDS.	% OF TOTAL CIRC.	TOTAL CIRC.	SUBSCR. CARRIER /MAIL*	% OF TOTAL CIRC.	SINGLE COPY SALES	CZ OR NDM CIRC.	% OF TOTAL CIRC.
QUEBEC, QUEBEC (cont.)											
LE JOURNAL DE QUEBEC (F)											
3/91	M(M-F)	242.1	60,539	25	58	103,874	54,502	52	49,312	60,539	58
3/90		228.7	62,351	27	58	107,330	57,094	53	50,236	62,351	58
3/89		233.2	60,415	26	58	104,623	55,958	53	48,665	60,415	58
3/88		228.7	58,567	26	57	101,984	54,733	54	47,251	58,567	57
3/87		219.4	60,574	28	58	105,078	53,749	51	51,329	60,574	58
LE JOURNAL DE QUEBEC (F)											
3/91	SAT.	242.1	62,949	26	58	109,353	57,721	53	51,632	62,949	58
3/90		228.7	62,306	27	57	109,297	59,412	54	49,885	62,306	57
3/89		233.2	60,267	26	57	106,069	57,797	54	48,272	60,267	57
3/88		228.7	58,427	26	56	103,560	56,734	55	46,826	58,427	56
3/87		219.4	60,880	28	56	108,566	56,370	52	52,196	60,880	56
LE JOURNAL DE QUEBEC (F)											
3/91	SUN.	242.1	55,505	23	57	96,660	53,821	56	42,839	55,505	57
3/90		228.7	55,867	24	57	97,532	55,189	57	42,343	55,867	57
3/89		233.2	53,814	23	57	94,553	53,772	57	40,781	53,814	57
3/88		228.7	51,698	23	56	91,549	52,061	57	39,488	51,698	56
3/87		219.4	52,643	24	56	93,469	50,800	54	42,669	52,643	56
SHERBROOKE, QUEBEC											
SHERBROOKE RECORD											
3/91	M(M-F)	53.8	1,725	3	29	5,990	4,981	83	1,009	1,725	29
3/90		53.7	1,965	4	32	6,090	5,069	83	1,021	1,748	29
3/89		52.5	1,777	3	29	6,102	5,056	83	1,046	1,777	29
3/88		50.9	2,020	4	33	6,096	4,853	80	1,243	1,818	30
3/87	E(M-F)	49.7				6,246	4,985	80	1,261	1,873	30
SHERBROOKE LA TRIBUNE (F)											
3/91	M(M-F)	53.8	19,945	37	53	37,450	34,812	93	2,521	19,945	53
3/90		53.7	22,318	42	56	39,564	36,815	93	2,666	20,434	52
3/89		52.5	22,905	44	56	40,678	38,218	94	2,460	20,850	51
3/88		50.9	22,905	45	56	41,060	38,427	94	2,564	21,055	51
3/87		49.7				40,983	38,423	94	2,507	20,916	51
SHERBROOKE LA TRIBUNE (F)											
3/91	SAT.	53.8	24,968	46	56	44,630	34,780	78	9,850	24,968	56
3/90		53.7	27,195	51	59	46,121	36,939	80	9,182	24,873	54
3/89		52.5	27,443	52	59	46,579	38,115	82	8,464	24,882	53
3/88		50.9	27,214	53	58	46,595	38,372	82	8,223	24,923	53
3/87		49.7				46,150	38,412	83	7,738	24,558	53
TROIS-RIVIERES, QUEBEC											
TROIS RIVIERES LE NOUVELLISTE (F)											
3/91	M(M-S)	53.5	24,207	45	45	54,141	52,551	97	1,590	41,744	77
3/90		52.9	24,733	47	44	56,240	54,735	97	1,505	43,239	77
3/89		51.4	24,717	48	44	56,433	55,015	97	1,418	43,264	77
3/88		50.0	24,369	49	43	56,081	54,738	98	1,343	42,797	76
3/87		43.2	24,304	56	44	55,514	54,243	98	1,271	42,232	76

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C.M.A. PUBLICATION AUDIT PERIOD	EDITION	CENSUS METROPOLITAN AREA HSLDS. (000)	CIRC.	RATIO CIRC/ HSLDS.	% OF TOTAL CIRC.	TOTAL CIRC.	SUBSCR. CARRIER /MAIL*	% OF TOTAL CIRC.	SINGLE COPY SALES	CZ OR NDM CIRC.	% OF TOTAL CIRC.
HAMILTON, ONTARIO											
HAMILTON SPECTATOR											
12/91	E(M-S)	220.7	121,495	55	90	135,262	106,210	79	28,627	121,590	90
12/90		215.4	124,761	58	90	138,819	108,963	78	29,443	124,761	90
12/89		209.3	127,199	61	91	139,728	111,678	80	28,050	110,029	79
12/88		207.3	127,199	61	90	141,446	113,216	80	27,594	111,938	79
12/87		204.7	127,579	62	90	141,712	112,242	79	29,143	112,683	80
KITCHENER, ONTARIO											
KITCHENER-WATERLOO RECORD											
12/91	E(M-F)	129.6	59,945	46	80	74,956	65,524	87	9,432	49,041	65
12/90	E(M-S)	122.4	63,133	52	78	80,812	69,102	86	11,710	52,759	65
12/89		118.0	60,160	51	74	81,127	68,505	84	12,622	52,966	65
12/88		115.7	60,160	52	77	78,468	65,656	84	12,812	50,957	65
12/87		113.1	59,794	53	77	77,997	65,579	84	12,418	50,332	65
KITCHENER-WATERLOO RECORD											
12/91	SAT.	129.6	69,004	53	79	87,761	65,479	75	22,282	57,387	65
CAMBRIDGE REPORTER											
12/91	E(M-S)	129.6	13,125	10	98	13,393	11,583	86	1,738	12,232	91
12/90		122.4	14,009	11	94	14,947	12,904	86	2,039	13,624	91
12/89		118.0	13,622	12	95	14,374	12,548	87	1,826	13,234	92
12/88		115.7	13,622	12	98	13,845	12,339	89	1,506	12,950	94
12/87		113.1	13,330	12	98	13,596	12,051	89	1,545	12,704	93
LONDON, ONTARIO											
LONDON FREE PRESS											
9/91	M(M-F)	129.6	71,919	55	61	117,560	91,082	77	25,885	61,766	53
9/90	M(M-S)	139.0	75,346	54	60	124,879	95,521	76	28,989	65,353	52
9/89		136.1	84,799	62	68	125,035	95,280	76	29,755	65,642	52
9/88		134.4	75,017	56	59	127,803	97,663	76	29,759	66,164	52
9/87		117.2	70,903	60	55	128,816	97,340	76	31,258	66,265	51
LONDON FREE PRESS											
9/91	SAT.	129.6	79,350	61	61	129,707	89,932	69	39,756	68,088	52
ST. THOMAS TIMES-JOURNAL											
12/91	E(M-S)	129.6	7,891	6	82	9,636	8,666	90	968	6,908	72
12/90		139.0	9,014	6	88	10,223	9,179	90	1,044	7,330	72
12/89		136.1	8,818	6	88	10,009	8,998	90	1,011	7,113	71
12/88		134.4	8,504	6	88	9,637	8,656	90	981	6,859	71
12/87		117.2	8,481	7	86	9,633	8,673	90	960	6,814	71
OSHAWA, ONTARIO											
OSHAWA TIMES											
12/91	E(M-S)	83.5	17,835	21	86	20,742	15,131	73	5,611	14,849	72
12/90		78.1	18,520	24	89	20,892	14,337	69	6,555	15,902	76
12/89		73.1	19,806	27	94	21,170	15,166	72	6,004	18,387	87
12/88		71.6	19,806	28	90	22,112	16,606	75	5,506	19,806	90
12/87		59.2	20,246	34	90	22,503	16,173	72	6,330	20,246	90

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C.M.A. CENSUS METROPOLITAN AREA

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OTTAWA-HULL, ONTARIO-QUEBEC											
OTTAWA CITIZEN											
3/91	ALL DAY	335.6	141,021	42	79	178,616	134,490	75	43,885	143,327	80
3/90	(M-F)	332.6	148,991	45	80	185,094	139,558	75	45,328	148,991	80
3/89		329.0	154,949	47	81	191,199	142,974	75	48,225	154,949	81
3/88		320.5	149,888	47	79	190,181	137,632	72	52,392	149,888	79
3/87		299.3	146,489	49	79	186,605	134,405	72	52,098	146,489	79
OTTAWA CITIZEN											
3/91	SAT.	335.6	182,000	54	78	234,774	135,789	58	98,966	185,484	79
3/90		332.6	189,389	57	79	239,518	140,831	59	97,956	189,389	79
3/89		329.0	193,509	59	79	244,075	144,727	59	99,348	193,509	79
3/88		320.5	189,155	59	77	245,679	140,174	57	105,505	189,155	77
3/87		299.3	185,658	62	77	241,908	137,648	57	104,260	185,658	77
OTTAWA CITIZEN											
3/91	SUN.	335.6	123,260	37	77	159,279	134,683	85	24,279	125,551	79
3/90		332.6	127,414	38	79	161,073	139,141	86	21,199	127,414	79
3/89		329.0	133,209	40	80	167,492	146,783	88	20,709	133,209	80
OTTAWA LE DROIT											
3/91	ALL DAY	335.6	25,521	8	73	34,927	29,402	84	5,434	28,807	82
3/90	(M-F)	332.6	25,786	8	73	35,424	29,851	84	5,573	28,303	80
3/89		329.0	25,294	8	75	33,566	28,152	84	5,414	27,629	82
3/88		320.5	27,848	9	75	37,095	31,732	86	5,363	30,522	82
3/87	E(M-F)	299.3	29,601	10	76	38,769	33,138	85	5,631	32,283	83
OTTAWA LE DROIT											
3/91	SAT.	335.6	30,174	9	73	41,062	29,432	72	11,608	33,991	83
3/90		332.6	29,992	9	73	40,956	29,933	73	11,023	32,987	81
3/89		329.0	29,534	9	76	38,885	28,266	73	10,619	32,169	83
3/88		320.5	32,168	10	76	42,585	31,808	75	10,777	35,203	83
3/87		299.3				44,247	33,128	75	11,119	36,805	83
OTTAWA SUN											
3/91	M(M-F)	335.6	33,431	10	88	38,016	14,015	37	24,001	32,519	86
3/90	ALL DAY	332.6	28,895	9	95	30,505	12,562	41	17,943	27,376	90
3/89	(M-F)	329.0	18,255	6	92	19,848	5,308	27	14,540	17,329	87
OTTAWA SUN											
3/91	SUN.	335.6	34,707	10	83	41,576	18,751	45	22,825	33,340	80
3/90		332.6	30,595	9	88	34,584	15,940	46	18,644	28,788	83
3/89		329.0	20,837	6	84	24,942	6,873	28	18,069	19,784	79
ST. CATHARINES-NIAGARA, ONTARIO											
ST. CATHARINES STANDARD											
12/91	E(M-F)	137.2	39,158	29	95	41,354	33,249	80	8,078	32,888	80
12/90	E(M-S)	133.2	41,113	31	95	43,383	34,198	79	9,161	34,532	80
12/89		129.3	41,066	32	94	43,517	34,557	79	8,960	34,780	80
12/88		126.2	41,066	33	95	43,280	33,934	78	9,297	34,676	80
12/87		111.2	40,906	37	94	43,308	34,281	79	9,022	34,816	80
ST. CATHARINES STANDARD											
12/91	SAT.	137.2				48,409	35,614	74	12,776	37,911	78

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ST. CATHARINES-NIAGARA, ONTARIO (cont.)											
NIAGARA FALLS REVIEW											
12/91	E(M-S)	137.2	18,777	14	86	21,955	18,245	83	3,698	18,381	84
12/90		133.2	19,429	15	84	23,038	19,479	85	3,559	19,208	83
12/89		129.3	21,944	17	100	22,049	18,430	84	3,619	18,391	83
12/88		126.2	21,587	17	100	21,675	18,276	84	3,399	18,090	83
12/87		111.2	18,173	16	84	21,554	18,172	84	3,382	17,902	83
WELLAND EVENING TRIBUNE											
12/91	E(M-S)	137.2	16,665	12	98	17,065	14,659	86	2,403	10,587	62
12/90		133.2	17,293	13	97	17,914	15,390	86	2,519	11,108	62
12/89		129.3	16,970	13	97	17,489	14,838	85	2,651	15,007	86
12/88		126.2	16,536	13	97	17,028	14,709	86	2,319	14,489	85
12/87		111.2	16,465	15	96	17,110	14,761	86	2,349	14,424	84
SUDBURY, ONTARIO											
SUDBURY STAR											
3/91	E(M-S)	57.0	25,083	44	87	28,793	21,771	76	7,009	16,741	58
3/90		55.1	25,381	46	87	29,259	22,428	77	6,817	26,246	90
3/89		53.2	24,954	47	86	28,869	22,484	78	6,385	25,836	89
3/88		53.0	24,381	46	86	28,406	22,263	78	6,143	25,219	89
3/87		47.8	23,697	50	86	27,608	22,103	80	5,505	24,547	89
THUNDER BAY, ONTARIO											
THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL											
6/91	M/E(M-F)	45.6	31,422	69	82	38,276	27,019	71	11,257	31,403	82
6/90		46.1	32,339	70	83	39,024	26,692	68	12,332	32,135	82
6/89	M/E(M-S)	45.1	32,117	71	84	38,351	25,432	66	12,919	31,920	83
6/88		44.8	32,575	73	83	39,383	26,825	68	12,558	32,397	82
6/87		43.6	31,776	73	82	38,528	26,550	69	11,978	31,597	82
THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL											
6/91	SAT.	45.6				39,445	27,010	68	12,435	32,145	81
6/90		46.1				39,417	26,667	68	12,750	32,167	82
THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL											
6/91	SUN.	45.6	28,236	62	82	34,530	26,993	78	7,537	28,211	82
6/90		46.1	28,806	62	82	35,023	27,303	78	7,720	28,592	82
TORONTO, ONTARIO											
TORONTO STAR											
9/91	ALL DAY (M-F)	1,310.6	373,628	29	73	510,136	317,802	62	189,336	401,613	79
9/90		1,293.2	382,456	30	74	516,251	322,120	62	190,960	408,093	79
9/89		1,287.7	381,175	30	72	525,887	321,645	61	204,242	413,747	79
9/88		1,262.4	383,326	30	74	520,134	307,523	59	208,597	466,965	90
9/87		1,197.9	374,764	31	72	521,799	293,165	56	226,562	468,186	90
TORONTO STAR											
9/91	SAT.	1,310.6	541,815	41	71	758,062	412,985	54	345,020	571,516	75
9/90		1,293.2	544,461	42	70	777,039	429,307	55	347,683	588,634	76
9/89		1,287.7	552,700	43	69	795,705	434,301	55	361,404	599,596	75
9/88		1,262.4	547,860	43	69	796,475	441,053	55	354,976	706,200	89
9/87		1,197.9	544,137	45	69	793,995	440,086	55	353,868	704,019	89

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TORONTO, ONTARIO (cont.)											
TORONTO STAR											
9/91	SUN.	1,310.6	373,629	29	73	512,267	341,079	67	171,100	350,676	68
9/90		1,293.2	342,795	27	64	533,039	356,135	67	176,818	368,031	69
9/89		1,287.7	328,332	25	63	522,412	341,979	65	180,433	353,629	68
9/88		1,262.4	319,692	25	61	522,927	336,864	64	185,568	416,913	80
9/87		1,197.9	314,325	26	60	527,003	333,633	63	193,265	416,480	79
TORONTO SUN											
9/91	M(M-F)	1,310.6	204,578	16	77	266,055	984		265,071	227,172	85
9/90		1,293.2	221,547	17	78	284,818	976		283,842	246,732	87
9/89		1,287.7	225,017	17	77	293,737	965		292,772	250,507	85
9/88		1,262.4	231,135	18	79	290,807	930		289,877	248,705	86
9/87		1,197.9	239,265	20	80	297,547	116		297,431	262,989	88
TORONTO SUN											
9/91	SAT.	1,310.6	130,705	10	71	184,764	888		183,876	147,592	80
9/90		1,293.2	138,726	11	72	192,676	976	1	191,700	156,798	81
9/89		1,287.7	143,226	11	71	200,577	964		199,613	161,446	80
9/88		1,262.4	133,441	11	72	185,695	930	1	184,765	145,303	78
9/87		1,197.9	124,004	10	72	172,331	95		172,236	137,286	80
TORONTO SUN											
9/91	SUN.	1,310.6	328,030	25	73	450,515	249,202	55	201,313	375,865	83
9/90		1,293.2	338,890	26	73	465,727	251,283	54	214,444	392,599	84
9/89		1,287.7	334,284	26	72	462,695	249,083	54	213,612	384,830	83
9/88		1,262.4	340,179	27	75	456,065	250,412	55	205,653	374,363	82
9/87		1,197.9	342,161	29	74	459,952	255,113	55	204,839	384,583	84
WINDSOR, ONTARIO											
3/91	E(M-S)	98.1	70,597	72	82	85,680	72,394	84	13,123	63,247	74
3/90		100.5	70,598	70	82	85,631	72,049	84	13,343	63,310	74
3/89		95.3	71,501	75	83	86,224	72,860	85	13,364	64,086	74
3/88		94.5	72,269	76	83	87,275	75,026	86	12,249	64,878	74
3/87		88.9	72,327	81	83	87,641	74,285	85	13,170	65,172	74
WINNIPEG, MANITOBA											
WINNIPEG FREE PRESS											
3/91	M(M-F)	248.5	129,041	52	80	161,577	123,563	76	38,014	125,259	78
3/90	E(M-F)	245.8	134,909	55	79	170,067	125,658	74	44,409	132,584	78
3/89		245.5	133,218	54	80	166,610	116,760	70	49,850	131,227	79
3/88		243.6	135,095	55	80	168,634	99,199	59	69,435	133,075	79
3/87		241.0	136,697	57	80	171,214				134,612	79
WINNIPEG FREE PRESS											
3/91	SAT.	248.5	172,913	70	75	229,180	156,599	68	72,581	166,648	73
3/90		245.8	174,126	71	74	234,163	159,719	68	74,444	170,450	73
3/89		245.5	172,421	70	74	232,651	142,072	61	90,579	169,047	73
3/88		243.6	170,944	70	74	230,778	114,478	50	116,300	167,726	73
3/87		241.0	171,817	71	74	232,574				168,713	73
WINNIPEG FREE PRESS											
3/91	SUN.	248.5	117,145	47	80	146,176	122,361	84	23,815	113,451	78
3/90		245.8	118,787	48	79	150,120	123,518	82	26,602	116,564	78
3/89		245.5	116,720	48	80	145,616	114,350	79	31,266	114,825	79
3/88		243.6	116,704	48	81	144,631	99,089	69	45,542	114,818	79
3/87		241.0	119,288	49	80	148,345				117,334	79

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DAILY NEWSPAPERS - FIVE YEAR TREND

C.M.A. PUBLICATION AUDIT PERIOD	EDITION	CENSUS METROPOLITAN AREA									
		HSLDS. (000)	CIRC.	RATIO CIRC/ HSLDS.	% OF TOTAL CIRC.	TOTAL CIRC.	SUBSCR. CARRIER /MAIL*	% OF TOTAL CIRC.	SINGLE COPY SALES	CZ OR NDM CIRC.	% OF TOTAL CIRC.
WINNIPEG, MANITOBA (cont.)											
WINNIPEG SUN											
3/91	M(M-F)	248.5	42,720	17	88	48,704	16,558	34	32,146	42,592	87
3/90		245.8	42,819	17	89	48,308	15,365	32	32,943	42,489	88
3/89		245.5	44,352	18	88	50,162	17,110	34	33,052	44,102	88
3/88		243.6	42,449	17	89	47,956	17,539	37	30,417	42,032	88
3/87		241.0	39,842	17	88	45,469	16,323	36	29,146	39,607	87
WINNIPEG SUN											
3/91	SUN.	248.5	49,173	20	87	56,815	23,346	41	33,469	48,944	86
3/90		245.8	48,203	20	87	55,160	21,566	39	33,594	47,673	86
3/89		245.5	50,631	21	88	57,845	26,989	47	30,856	50,167	87
3/88		243.6	52,151	21	88	59,012	28,854	49	30,158	51,537	87
3/87		241.0	48,093	20	88	54,661	26,502	48	28,159	47,657	87
REGINA, SASKATCHEWAN											
REGINA LEADER POST											
3/91	E(M-S)	70.8	45,053	64	65	69,569	57,732	83	11,688	44,993	65
3/90		71.4	46,153	65	64	71,872	59,449	83	12,204	46,105	64
3/89		70.9	46,484	66	64	72,762	60,117	83	12,645	46,434	64
3/88		70.3	46,778	67	64	73,050	58,912	81	14,138	46,728	64
3/87		65.9	45,993	70	64	71,663	58,270	81	13,393	45,945	64
SASKATOON, SASKATCHEWAN											
SASKATOON STAR-PHOENIX											
3/91	M(M-S)	90.4	43,590	48	67	64,959	51,008	79	13,542	43,590	67
3/90	ALL DAY	79.6	44,034	55	67	65,673	51,420	78	13,900	44,034	67
3/89	(M-S)	80.7	44,412	55	68	65,171	51,032	78	14,139	44,081	68
3/88		79.4	43,948	55	68	64,175	49,691	77	14,179	43,616	68
3/87	E(M-S)	70.4	42,284	60	68	61,755	48,293	78	13,269	42,284	68
CALGARY, ALBERTA											
CALGARY HERALD											
6/91	M(M-TH)	279.6	110,813	40	88	125,416	103,311	82	21,980	110,034	88
6/90	M(M-TH,S)	266.3	113,898	43	87	131,206	105,445	80	25,648	113,898	87
6/89		260.9	116,883	45	88	133,314	107,744	81	25,570	115,472	87
6/88		259.3	118,082	46	87	135,453	109,658	81	25,537	116,745	86
6/87		242.5	115,246	48	86	133,631	107,269	80	26,283	115,246	86
CALGARY HERALD											
6/91	FRI.	279.6	142,235	51	87	163,594	101,946	62	61,599	141,423	86
6/90		266.3	145,026	54	86	167,931	105,376	63	62,512	145,026	86
6/89		260.9				172,671	107,448	62	65,223	148,485	86
6/88		259.3				175,609	109,674	62	65,854	150,094	85
6/87		242.5				175,560	107,229	61	68,323	150,106	86
CALGARY HERALD											
6/91	SAT.	279.6				142,339	103,237	73	39,056	120,120	84
CALGARY HERALD											
6/91	SUN.	279.6	103,313	37	88	117,982	99,433	84	18,379	102,515	87
6/90		266.3	103,957	39	87	119,585	101,410	85	17,991	103,957	87
6/89		260.9	106,685	41	88	121,467	103,314	85	18,153	105,361	87
6/88		259.3	106,148	41	87	121,321	103,103	85	17,924	104,946	87
6/87		242.5	103,102	43	87	118,519	101,123	85	17,383	103,102	87

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DAILY NEWSPAPERS - FIVE YEAR TREND

C.M.A. PUBLICATION AUDIT PERIOD	EDITION	CENSUS METROPOLITAN AREA HSLDS. (000)	CIRC.	RATIO CIRC/ HSLDS.	% OF TOTAL CIRC.	TOTAL CIRC.	SUBSCR. CARRIER /MAIL*	% OF TOTAL CIRC.	SINGLE COPY SALES	CZ OR NDM CIRC.	% OF TOTAL CIRC.
CALGARY, ALBERTA (cont.)											
CALGARY SUN											
6/91	M(M-F)	279.6	57,825	21	81	71,075	29,122	41	41,953	57,825	81
6/90		266.3	59,103	22	81	72,672	28,790	40	43,882	59,103	81
6/89		260.9	58,727	23	81	72,244	27,680	38	44,564	58,668	81
6/88		259.3	59,110	23	82	71,914	26,450	37	45,464	59,053	82
6/87		242.5	63,337	26	83	76,020	25,460	33	50,560	63,337	83
CALGARY SUN											
6/91	SUN.	279.6	78,960	28	80	98,476	41,358	42	57,118	78,960	80
6/90		266.3	80,613	30	81	99,959	40,198	40	59,761	80,613	81
6/89		260.9	78,788	30	80	98,427	38,367	39	60,060	78,664	80
6/88		259.3	76,964	30	81	95,305	34,905	37	60,400	76,877	81
6/87		242.5	76,594	32	81	94,124	37,005	39	57,119	76,594	81
EDMONTON, ALBERTA											
EDMONTON JOURNAL											
6/91	M(M-TH,S)	308.5	135,265	44	83	163,510	136,054	83	27,170	118,383	72
6/90		304.0	122,987	40	76	162,121	134,359	83	27,549	117,125	72
6/89		293.8	117,917	40	75	156,722	127,142	81	29,580	112,314	72
6/88		293.3	121,886	42	75	162,115	125,330	77	36,558	115,832	71
6/87		264.2	126,570	48	75	167,938	128,371	76	39,215	120,240	72
EDMONTON JOURNAL											
6/91	FRI.	308.5	156,471	51	81	193,358	136,215	70	56,697	135,612	70
6/90		304.0	145,315	48	74	197,357	137,853	70	59,256	137,938	70
6/89		293.8	137,972	47	73	188,858	127,394	67	61,464	130,949	69
6/88		293.3	144,341	49	73	198,085	125,392	63	72,505	136,497	69
6/87		264.2	148,876	56	73	204,477	128,539	63	75,490	140,313	69
EDMONTON JOURNAL											
6/91	SUN.	308.5	128,258	42	84	153,346	135,014	88	17,679	112,652	73
6/90		304.0	116,722	38	77	151,658	134,021	88	17,282	111,181	73
6/89		293.8	110,197	38	76	144,236	126,153	87	18,083	105,053	73
6/88		293.3	111,331	38	77	145,451	124,613	86	20,812	105,781	73
6/87		264.2	114,229	43	77	148,844	127,628	86	21,183	108,700	73
EDMONTON SUN											
6/91	M(M-F)	308.5	61,849	20	74	83,859	40,794	49	43,065	65,467	78
6/90		304.0	62,233	20	73	85,357	41,320	48	44,037	66,888	78
6/89		293.8	70,820	24	75	94,013	40,255	43	53,758	75,892	81
6/88		293.3	71,365	24	77	92,561	36,277	39	56,284	76,184	82
6/87		264.2	68,417	26	79	86,901				73,333	84
EDMONTON SUN											
6/91	SUN.	308.5	94,295	31	76	124,827	61,383	49	63,444	99,176	79
6/90		304.0	95,144	31	75	126,543	62,975	50	63,568	102,054	81
6/89		293.8	100,601	34	77	130,266	63,448	49	66,818	107,878	83
6/88		293.3	102,040	35	78	130,362	59,540	46	70,822	109,348	84
6/87		264.2	97,143	37	80	121,753				104,192	86
VANCOUVER, BRITISH COLUMBIA											
VANCOUVER PROVINCE											
9/91	M(M-F)	619.6	134,068	22	73	184,855	106,481	58	78,245	82,920	45
9/90		605.6	133,661	22	73	183,012	106,355	58	76,566	82,266	45
9/89		580.9	132,665	23	72	183,027	108,994	60	74,033	83,132	45
9/88		557.8	132,665	24	74	180,415	109,420	61	70,909	83,827	46
9/87		552.1	130,657	24	75	175,347	102,892	59	72,358	84,743	48

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DAILY NEWSPAPERS - FIVE YEAR TREND

C.M.A. CENSUS METROPOLITAN AREA

PUBLICATION AUDIT PERIOD	EDITION	HSLDS. (000)	CIRC.	RATIO CIRC/ HSLDS.	% OF TOTAL CIRC.	TOTAL CIRC.	SUBSCR. CARRIER /MAIL*	% OF TOTAL CIRC.	SINGLE COPY SALES	CZ OR NDM CIRC.	% OF TOTAL CIRC.
VANCOUVER, BRITISH COLUMBIA (cont.)											
VANCOUVER PROVINCE											
9/91	SUN.	619.6	160,988	26	72	224,750	127,483	57	97,246	96,080	43
9/90		605.6	161,894	27	71	226,442	128,697	57	97,709	97,449	43
9/89		580.9	160,237	28	72	223,681	130,208	58	93,473	97,747	44
9/88		557.8	160,237	29	72	223,258	131,222	59	92,034	99,293	44
9/87		552.1	158,988	29	73	218,695	127,483	58	91,212	100,870	46
VANCOUVER SUN											
9/91	M(M-TH)	619.6	164,908	27	86	192,609	144,092	75	48,271	113,066	59
9/90	E(M-TH)	605.6	172,065	28	85	201,894	148,535	74	52,895	119,185	59
9/89		580.9	189,593	33	88	216,528	157,850	73	58,678	129,631	60
9/88		557.8	189,593	34	85	222,401	158,315	71	63,809	133,902	60
9/87		552.1	193,229	35	85	226,762	160,103	71	66,469	136,981	60
VANCOUVER SUN											
9/91	FRI.	619.6	222,705	36	85	260,814	170,322	65	90,415	152,124	58
9/90		605.6	226,947	37	85	267,116	172,611	65	94,414	156,905	59
9/89		580.9				274,850	176,757	64	98,093	163,678	60
9/88		557.8				272,313	172,607	63	99,617	163,262	60
9/87		552.1				272,408	172,451	63	99,874	163,544	60
VANCOUVER SUN											
9/91	SAT.	619.6	212,822	34	82	259,646	166,060	64	93,498	143,846	55
9/90		605.6	202,404	33	75	270,521	170,234	63	100,135	150,642	56
9/89		580.9				279,276	175,670	63	103,606	157,204	56
9/88		557.8				276,734	172,147	62	104,496	156,417	57
9/87		552.1				277,328	172,737	62	104,533	157,404	57
VICTORIA, BRITISH COLUMBIA											
VICTORIA TIMES-COLONIST											
9/91	M(M-S)	121.2	65,449	54	85	77,205	60,322	78	16,883	57,552	75
9/90		118.1	64,320	54	81	79,634	63,538	80	16,096	58,570	74
9/89		114.0	66,594	56	81	82,086	66,541	81	15,545	60,169	73
9/88		110.0	65,452	60	81	80,572	65,231	81	15,341	59,263	74
9/87	ALL DAY	110.0	64,560	59	82	78,561	62,487	80	16,074	58,499	74
VICTORIA TIMES-COLONIST											
9/91	SUN.	121.2	62,388	51	84	74,232	60,257	81	13,975	54,829	74
9/90		118.1	61,701	52	80	77,079	63,506	82	13,573	56,295	73
9/89		114.0	64,083	56	81	79,514	66,544	84	12,970	57,914	73
9/88		110.0	63,033	57	81	78,031	65,127	83	12,904	56,993	73
9/87		110.0	62,130	56	82	76,076	62,351	82	13,716	56,258	74

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Audit Bureau of Circulations

Part I

SECTION E

Daily Newspaper Circulation
Ranking by Circulation Size

The first table in this section ranks daily newspapers by total circulation for each edition. The second table ranks Sunday editions by total circulation.

ABC DAILY NEWSPAPERS RANKED BY CIRCULATION SIZE

					CIRCULATION	
NEWSPAPER	AUDIT PERIOD	EDITIONS	MON. TO SAT.	RANK	MON. TO FRI.	FRI./SAT.
TORONTO STAR	9/91	ALL DAY		1	510,136	758,062
LE JOURNAL DE MONTREAL (F)	3/91	MORN		2	299,474	346,697
TORONTO SUN	9/91	MORN		3	266,055	184,764
MONTREAL LA PRESSE (F)	3/91	MORN		4	197,913	317,043
VANCOUVER SUN	9/91	MORN		5	192,609 (A)	260,814 (A) 259,646 (A)
VANCOUVER PROVINCE	9/91	MORN		6	184,855	
OTTAWA CITIZEN	3/91	ALL DAY		7	178,616	234,774
MONTREAL GAZETTE	3/91	MORN		8	171,496	250,053
EDMONTON JOURNAL	6/91	MORN		9	163,510 (B)	193,358 (B)
WINNIPEG FREE PRESS	3/91	MORN		10	161,577	229,180
HALIFAX CHRONICLE-HERALD, MAIL-STAR	9/91	MORN/EVE	141,511	11		
HALIFAX CHRONICLE-HERALD	9/91	MORN	(87,906)			
HALIFAX MAIL-STAR	9/91	EVE	(53,605)			
HAMILTON SPECTATOR (INC. BURLINGTON)	12/91	EVE	135,262	12		
HAMILTON SPECTATOR	12/91	EVE	(113,116)			
BURLINGTON SPECTATOR	12/91	EVE	(22,146)			
CALGARY HERALD	6/91	MORN		13	125,416 (C)	163,594 (C) 142,339 (C)
LONDON FREE PRESS	9/91	MORN		14	117,560	129,707
QUEBEC LE SOLEIL (F)	3/91	MORN		15	106,409	143,394
LE JOURNAL DE QUEBEC (F)	3/91	MORN		16	103,874	109,353
WINDSOR STAR	3/91	EVE	85,680	17		
TORONTO FINANCIAL POST	9/91	MORN		18	85,148 (D)	163,653 (D)
EDMONTON SUN	6/91	MORN		19	83,859	
VICTORIA TIMES-COLONIST	9/91	MORN	77,205	20		
KITCHENER-WATERLOO RECORD	12/91	EVE		21	74,956	87,761
CALGARY SUN	6/91	MORN		22	71,075	
REGINA LEADER POST	3/91	EVE	69,569	23		
SASKATOON STAR-PHOENIX	3/91	MORN	64,959	24		
SAINT JOHN TELEGRAPH-JOURNAL, SAINT JOHN EVENING TIMES-GLOBE	9/91	MORN/EVE		25	60,313	59,128
SAINT JOHN TELEGRAPH-JOURNAL	9/91	MORN			(28,234)	
SAINT JOHN EVENING TIMES-GLOBE	9/91	EVE			(32,079)	
TROIS RIVIERES LE NOUVELLISTE (F)	3/91	MORN	54,141	26		
WINNIPEG SUN	3/91	MORN		27	48,704	
MONCTON TIMES-TRANSCRIPT	9/91	EVE		28	43,177	
ST. CATHARINES STANDARD	12/91	EVE		29	41,354	48,409
ST. JOHN'S EVENING TELEGRAM	9/91	EVE		30	38,907 (E)	57,903 (E)
THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL	6/91	MORN/EVE		31	38,276	39,445
THUNDER BAY TIMES-NEWS	6/91	MORN			(8,409)	(39,445)
THUNDER BAY CHRONICAL-JOURNAL	6/91	EVE			(29,867)	
OTTAWA SUN	3/91	MORN		32	38,016	
SHERBROOKE LA TRIBUNE (F)	3/91	MORN		33	37,450	
OTTAWA LE DROIT	3/91	ALL DAY		34	34,927	
KINGSTON WHIG-STANDARD	12/91	EVE	34,550	35		
SYDNEY CAPE BRETON POST	9/91	MORN	31,280	36		
CHICOUTIMI LE QUOTIDIEN (F)	3/91	MORN	31,230	37		
BRANTFORD EXPOSITOR	12/91	EVE	30,617	38		
FREDERICTON DAILY GLEANER	9/91	EVE	30,199	39		
SUDBURY STAR	3/91	EVE	28,793	40		

ABC DAILY NEWSPAPERS RANKED BY CIRCULATION SIZE

			CIRCULATION			
NEWSPAPER	AUDIT PERIOD	EDITIONS	MON. TO SAT.	RANK	MON. TO FRI.	FRI./SAT.
MONTREAL LE DEVOIR (F)	3/91	MORN		41	26,778	29,912
SAULT STE. MARIE SAULT STAR	3/91	EVE	26,554	42		
PETERBOROUGH EXAMINER	12/91	EVE	25,940	43		
LETHBRIDGE HERALD	6/91	EVE	25,398	44		
HALIFAX DAILY NEWS	9/91	MORN	25,313	45		
CHARLOTTETOWN GUARDIAN, EVENING PATRIOT	9/91	MORN/EVE	24,521	46		
CHARLOTTETOWN GUARDIAN	9/91	MORN	(19,589)			
CHARLOTTETOWN EVENING PATRIOT	9/91	EVE				
OWEN SOUND SUN TIMES	3/91	EVE	23,958	47		
NORTH BAY NUGGET	3/91	EVE	23,777	48		
SARNIA OBSERVER	9/91	EVE	23,338	49		
RED DEER ADVOCATE	6/91	EVE	22,558	50		
NIAGARA FALLS REVIEW	12/91	EVE	21,955	51		
PRINCE GEORGE CITIZEN	9/91	EVE	21,519	52		
OSHAWA TIMES	12/91	EVE	20,742	53		
KELOWNA DAILY COURIER	12/91	EVE	19,762	54		
BRANDON SUN	6/91	EVE	19,087	55		
BELLEVILLE INTELLIGENCER	3/91	EVE	18,816	56		
GUELPH DAILY MERCURY	12/91	EVE	18,359	57		
KAMLOOPS DAILY NEWS	12/91	EVE	18,092	58		
CORNWALL STANDARD-FREEHOLDER	9/91	EVE	18,027	59		
WELLAND EVENING TRIBUNE	12/91	EVE	17,065	60		
BROCKVILLE RECORDER AND TIMES	3/91	EVE	16,690	61		
CHATHAM DAILY NEWS	12/91	EVE	15,986	62		
GRANBY LA VOIX DE L'EST (F)	3/91	MORN		63	15,680	19,098
CARAQUET L'ACADIE NOUVELLE	9/91	MORN		64	15,631	
BARRIE EXAMINER	3/91	EVE	14,620	65		
MEDICINE HAT NEWS	3/91	EVE	14,025	66		
CAMBRIDGE REPORTER	12/91	EVE	13,393	67		
STRATFORD BEACON-HERALD	12/91	EVE	13,378	68		
TIMMINS DAILY PRESS	3/91	EVE	12,571	69		
NEW GLASGOW EVENING NEWS	9/91	EVE	11,215	70		
CORNER BROOK WESTERN STAR	9/91	EVE	11,074	71		
NANAIMO DAILY FREE PRESS	12/91	EVE	11,066	72		
ORILLIA PACKET & TIMES	6/91	EVE	11,007	73		
SUMMERSIDE JOURNAL-PIONEER	9/91	EVE	10,921	74		
SIMCOE REFORMER	3/91	EVE		75	10,439	
WOODSTOCK DAILY SENTINEL-REVIEW	12/91	EVE	10,349	76		
PRINCE ALBERT DAILY HERALD	3/91	EVE	9,888	77		
ST. THOMAS TIMES-JOURNAL	12/91	EVE	9,636	78		
LINDSAY DAILY POST	3/91	EVE		79	9,497	
MOOSE JAW TIMES-HERALD	3/91	EVE	9,308	80		
PENTICTON HERALD	12/91	EVE	9,019	81		
TRURO DAILY NEWS	9/91	EVE		82	8,712	10,278
GRANDE PRAIRIE DAILY HERALD-TRIBUNE	9/90	EVE		83	8,404 (G)	11,607 (G)
VERNON DAILY NEWS	12/91	EVE	8,248	84		
PEMBROKE OBSERVER	9/91	EVE	7,572	85		
WILLOWDALE DAILY COMMERCIAL NEWS AND CONSTRUCTION RECORD	9/91	DAILY		86	7,237	
PORT ALBERNI ALBERNI VALLEY TIMES	9/91	EVE		87	6,834	

ABC DAILY NEWSPAPERS RANKED BY CIRCULATION SIZE

NEWSPAPER	AUDIT PERIOD	EDITIONS	CIRCULATION MON. TO SAT.	RANK	MON. TO FRI.	FRI./SAT.
SHERBROOKE RECORD	3/91	MORN		88	5,990	
TRAIL DAILY TIMES	9/91	EVE		89	5,901	
KIRKLAND LAKE NORTHERN DAILY NEWS	3/91	EVE	5,801	90		
FORT MCMURRAY TODAY	6/91	EVE		91	5,790 (H)	7,990 (H)
COBOURG DAILY STAR	6/91	EVE		92	5,753	
KENORA DAILY MINER AND NEWS	9/91	EVE		93	5,022	
TORONTO DAILY RACING FORM	6/91	MORN		94	4,822 (I)	3,436 (I) 9,161 (I)
NELSON DAILY NEWS	9/90	EVE		95	4,703	
PORTAGE LA PRAIRIE DAILY GRAPHIC	6/91	EVE	4,264	96		
CRANBROOK DAILY TOWNSMAN	3/91	EVE		97	4,133	
AMHERST DAILY NEWS	9/90	MORN		98	3,882	6,680
PRINCE RUPERT DAILY NEWS	9/90	EVE		99	3,712	
WHITEHORSE STAR	6/91	EVE		100	3,408 (J)	4,667 (J)
PORT HOPE EVENING GUIDE	6/91	EVE		101	3,399	
FORT ST. JOHN ALASKA HIGHWAY NEWS	9/91	EVE		102	3,027	

NOTES:

(A) VANCOUVER SUN IS PUBLISHED EVENING (MONDAY TO SATURDAY). AVERAGES REPORTED ARE:
MONDAY TO THURSDAY; FRIDAY; SATURDAY.

(B) EDMONTON JOURNAL IS PUBLISHED MORNING (MONDAY TO SATURDAY). AVERAGES REPORTED ARE:
MONDAY TO THURSDAY AND SATURDAY; FRIDAY.

(C) CALGARY HERALD IS PUBLISHED MORNING (MONDAY TO SATURDAY). AVERAGES REPORTED ARE:
MONDAY TO THURSDAY AND SATURDAY; FRIDAY.

(D) TORONTO FINANCIAL POST IS PUBLISHED MORNING (TUESDAY TO SATURDAY). AVERAGES REPORTED ARE:
TUESDAY TO FRIDAY; SATURDAY.

(E) ST. JOHN'S TELEGRAM IS PUBLISHED EVENING (MONDAY TO FRIDAY). WEEKEND AND SUNDAY. AVERAGES REPORTED ARE:
MONDAY TO FRIDAY; WEEKEND.

(F) FRENCH NEWSPAPER.

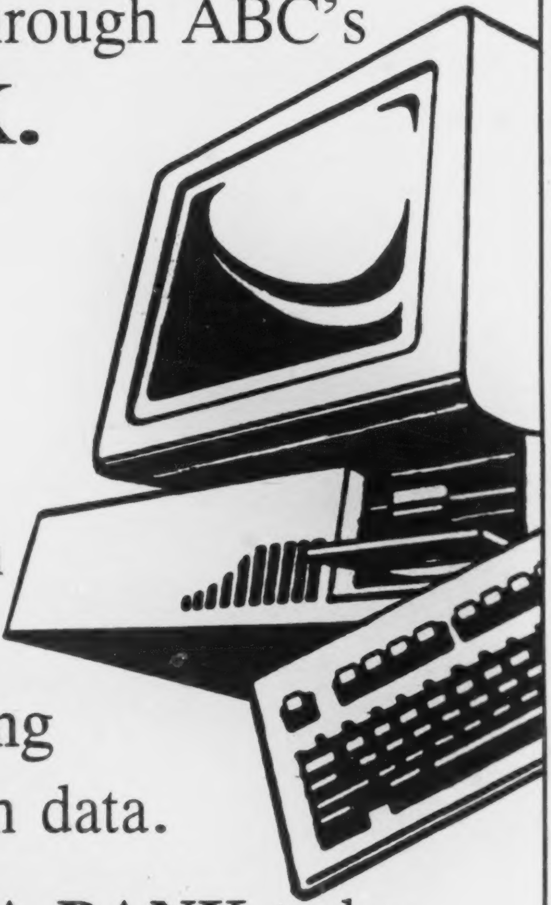
(G) GRAND PRAIRIE HERALD-TRIBUNE IS PUBLISHED EVENING (MONDAY TO FRIDAY). AVERAGES REPORTED ARE:
MONDAY TO THURSDAY; FRIDAY.

(H) FORT McMURRAY TODAY IS PUBLISHED EVENING (MONDAY TO FRIDAY). AVERAGES REPORTED ARE:
MONDAY TO THURDSAY; FRIDAY.

(I) WHITEHORSE STAR IS PUBLISHED EVENING (MONDAY TO FRIDAY). AVERAGES REPORTED ARE:
MONDAY TO THURSDAY; FRIDAY.

ABC SUNDAY NEWSPAPERS RANKED BY CIRCULATION SIZE

	AUDIT PERIOD	RANK	CIRCULATION
TORONTO STAR	9/91	1	512,267
TORONTO SUN	9/91	2	450,515
LE JOURNAL DE MONTREAL	3/91	3	320,339
VANCOUVER PROVINCE	9/91	4	224,750
MONTREAL LA PRESS (F)	3/91	5	189,129
OTTAWA CITIZEN	3/91	6	159,279
MONTREAL GAZETTE	3/91	7	158,394
EDMONTON JOURNAL	6/91	8	153,346
WINNIPEG FREE PRESS	3/91	9	146,176
EDMONTON SUN	6/91	10	124,827
CALGARY HERALD	6/91	11	117,982
CALGARY SUN	6/91	12	98,476
LE JOURNAL DE QUEBEC (F)	3/91	13	96,660
QUEBEC LE SOLEIL (F)	3/91	14	91,963
VICTORIA TIMES-COLONIST	9/91	15	74,232
WINNIPEG SUN	3/91	16	56,815
CHICOUTIMI PROGRES-DIMANCHE (F)	3/91	17	51,092
OTTAWA SUN	3/91	18	41,576
HALIFAX NEWS	9/91	19	37,022
ST. JOHN'S TELEGRAM	9/91	20	36,407
THUNDER BAY TIMES-NEWS	6/91	21	34,530
PETERBOROUGH EXAMINER	12/91	22	23,218
BRANDON SUN	6/91	23	17,077
TORONTO DAILY RACING FORM	6/91	24	8,946



All ABC members have computer access to more than 1,600 U.S. and Canadian newspapers' circulation data through ABC's

DATA BANK.

The Data Bank is the single source supplier of applications programs, custom reports and stock diskettes containing audited circulation data.

Call ABC's **DATA BANK** today at **(708) 605-0909** to get the circulation data you need in the computer formats you want.

Audit Bureau of Circulations

Users' Guide to Part II

WEEKLY NEWSPAPER ANALYSIS

Part II of the ABC Canadian Newspaper FACTBOOK provides analyses of data for ABC-member weekly newspapers.

Each of the three sections in this part is printed on different color paper for easy reference. Map reference coordinates used in this book relate to the provincial maps included at the back of this volume.

Weekly newspaper members of ABC are audited annually when published in the city or City Zone of a daily newspaper member and bi-annually in other areas. Members of a group audit plan may be audited less frequently but at least once every four years. These members are identified in section A by the symbol @. A crosshatch symbol is used to identify those newspapers which are audited annually. Occupied households for Counties and Census Divisions are 1991 estimates.

SECTION A - Weekly Newspaper Circulation by Market, County, Census Division

This section lists total paid circulation averages for each newspaper, as reported in the most recent ABC Audit Report.

Each newspaper's county or census division circulation data follows the listing of total circulation averages. Home market circulation is shown plus any county or census division where a newspaper reports circulation of at least 250 copies or a 5 percent circulation/occupied household ratio. Other paid circulation is included in the "Remainder of Circulation" total.

SECTION B - Weekly Newspaper County and Census Division Circulation & Coverage

These alphabetical and numeric listings of counties or census divisions by province report the circulation and circulation/occupied household ratio of all weekly newspaper members having circulation of at least 250 copies or a 5 percent circulation/occupied household ratio.

SECTION C - Circulation of Weekly Newspapers by Province and City

Circulation of each ABC weekly newspaper member is reported in alphabetical sequence by province and city. Separate columns identify home county or census division, frequency of publication and total average paid circulation.

Part II

SECTION A

Analysis of Weekly Newspaper Circulation By Market, County, Census Division, Regional District or Territory

This section lists total paid circulation averages for each newspaper, as reported in the most recent ABC Audit Report.

Each newspaper's county or census division circulation data follows the listing of total circulation averages. Home market circulation is shown plus any county or census division where a newspaper reports circulation of at least 250 copies or a 5 percent circulation/occupied household ratio. Other paid circulation is included in the "Remainder of Circulation" total. Newspapers audited annually are identified by a crosshatch symbol. The symbol @ identifies newspapers which are members of Group Audit Plans and audited at least every four years.

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
PRINCE EDWARD ISLAND							
ALBERTON			C11				
ALBERTON WEST PRINCE GRAPHIC	9/90			WED.			
TOTAL PAID CIRCULATION					1717		
COUNTY CIRCULATION							
PRINCE EDWARD ISLAND							
* PRINCE		14,600			1,495	10	87
REMAINDER OF CIRCULATION					222		13
MONTAGUE			F14				
MONTAGUE EASTERN GRAPHIC	# 9/91			WED.			
TOTAL PAID CIRCULATION					6108		
COUNTY CIRCULATION							
PRINCE EDWARD ISLAND							
* KINGS		6,400			3,911	61	64
QUEENS		22,600			1,799	8	29
REMAINDER OF CIRCULATION					398		7
NOVA SCOTIA							
KENTVILLE			I11				
KENTVILLE ADVERTISER	9/90			TUE.			
TOTAL PAID CIRCULATION					9829		
COUNTY CIRCULATION							
NOVA SCOTIA							
* KINGS		18,800			8,854	47	90
REMAINDER OF CIRCULATION					975		1
PORT HAWKESBURY			G16				
PORT HAWKESBURY REPORTER	9/89			WED.			
TOTAL PAID CIRCULATION					5862		
COUNTY CIRCULATION							
NOVA SCOTIA							
ANTIGONISH		5,900			836	14	14
GUYSBOROUGH		4,000			895	22	15
* INVERNESS		7,400			2,512	34	43
RICHMOND		3,800			1,409	37	24
REMAINDER OF CIRCULATION					210		4
YARMOUTH			L8				
YARMOUTH VANGUARD	9/91			TUE.			
TOTAL PAID CIRCULATION					9199		
COUNTY CIRCULATION							
NOVA SCOTIA							
DIGBY		7,600			1,225	16	13
* YARMOUTH		10,700			7,316	68	80
REMAINDER OF CIRCULATION					658		7

*Denotes Home County

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
NEW BRUNSWICK							
BATHURST			A 7				
BATHURST NORTHERN LIGHT	9/91			WED.			
TOTAL PAID CIRCULATION					8298		
COUNTY CIRCULATION							
NEW BRUNSWICK							
* GLOUCESTER		28,000			7,571	27	91
REMAINDER OF CIRCULATION					727		9
CHATHAM			D 9				
CHATHAM MIRAMICHI WEEKEND	9/91			WEEKEND			
TOTAL PAID CIRCULATION					8615		
COUNTY CIRCULATION							
NEW BRUNSWICK							
* NORTHUMBERLAND		18,000			8,273	46	96
REMAINDER OF CIRCULATION					342		4
DALHOUSIE			A 6				
DALHOUSIE NEWS	9/91			WED.			
TOTAL PAID CIRCULATION					2534		
COUNTY CIRCULATION							
NEW BRUNSWICK							
* RESTIGOUCHE		13,300			2,243	17	89
REMAINDER OF CIRCULATION					291		11
DOAKTOWN			E 7				
DOAKTOWN MIRAMICHI HEADWATERS	9/91			TUE.			
TOTAL PAID CIRCULATION					1355		
COUNTY CIRCULATION							
NEW BRUNSWICK							
* NORTHUMBERLAND		18,000			1,070	6	79
REMAINDER OF CIRCULATION					285		21
NEWCASTLE			C 9				
NEWCASTLE MIRAMICHI LEADER	9/91			WED.			
TOTAL PAID CIRCULATION					8615		
COUNTY CIRCULATION							
NEW BRUNSWICK							
* NORTHUMBERLAND		18,000			7,541	42	88
REMAINDER OF CIRCULATION					1,074		12
SACKVILLE			G11				
SACKVILLE TRIBUNE POST	9/90			WED.			
TOTAL PAID CIRCULATION					3712		
COUNTY CIRCULATION							
NEW BRUNSWICK							
* WESTMORLAND		41,000			2,990	7	81
REMAINDER OF CIRCULATION					722		19

*Denotes Home County

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
NEW BRUNSWICK (cont.)								
SUSSEX				H 8				
SUSSEX KINGS COUNTY RECORD		9/89			TUE.			
TOTAL PAID CIRCULATION						5518		
COUNTY CIRCULATION								
NEW BRUNSWICK								
* KINGS			20,500			4,167	20	76
QUEENS			4,800			266	6	5
ST. JOHN			30,300			366	1	7
WESTMORLAND			41,000			288	1	5
REMAINDER OF CIRCULATION						431		8
QUEBEC								
AMOS				J 3				
L'ECHO D'AMOS (F)	#	6/91			TUE.			
TOTAL PAID CIRCULATION						3955		
COUNTY CIRCULATION								
QUEBEC								
* ABITIBI			35,700			3,622	10	92
REMAINDER OF CIRCULATION						333		8
CAP AUX MEULES				J24				
CAP AUX MEULES LE RADAR (F)		9/90			TUE.			
TOTAL PAID CIRCULATION						2529		
COUNTY CIRCULATION								
QUEBEC								
* ILES-DE-LA-MADELEINE			4,900			2,210	45	87
REMAINDER OF CIRCULATION						319		13
CHIBOUGAMAU				I 5				
SENTINELLE CHIBOUGAMAU-CHAPIS (F)		3/90			TUE.			
TOTAL PAID CIRCULATION						2716		
COUNTY CIRCULATION								
QUEBEC								
* NOUVEAU-QUEBEC			9,800			2,644	27	97
REMAINDER OF CIRCULATION						72		3
HUNTINGDON				S26				
HUNTINGDON GLEANER		3/91			WED.			
TOTAL PAID CIRCULATION						4550		
COUNTY CIRCULATION								
QUEBEC								
CHATEAUGUAY			23,500			1,253	5	28
* HUNTINGDON			6,900			2,603	38	57
REMAINDER OF CIRCULATION						694		15

*Denotes Home County

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)								
LA SARRE				J 2				
LA SARRE L'ECHO D'ABITIBI OUEST (F)	#	6/91			TUE.			
TOTAL PAID CIRCULATION						2667		
COUNTY CIRCULATION								
QUEBEC								
* ABITIBI			35,700			2,444	7	92
REMAINDER OF CIRCULATION						223		8
LOUISEVILLE				N12				
L'ECHO DE LOUISEVILLE/BERTHIER (F)	#	6/91			WED.			
TOTAL PAID CIRCULATION						7280		
COUNTY CIRCULATION								
QUEBEC								
BERTHIER			13,500			2,801	21	38
* MASKINONGE			8,000			3,546	44	49
ST-MAURICE			45,100			666	1	9
REMAINDER OF CIRCULATION						267		4
MATANE				C26				
MATANE LA VOIX GASPESIENNE (F)	#	6/91			WED.			
TOTAL PAID CIRCULATION						5679		
COUNTY CIRCULATION								
QUEBEC								
GASPE-OUEST			5,500			261	5	5
* MATANE			10,400			4,917	47	87
REMAINDER OF CIRCULATION						501		9
MONTREAL				D13				
MONTREAL ECHOS VEDETTES (F)	#	3/91			SAT.			
TOTAL PAID CIRCULATION						157196		
COUNTY CIRCULATION								
NEW BRUNSWICK								
GLOUCESTER			28,000			361	1	
MADAWASKA			12,500			265	2	
QUEBEC								
ABITIBI			35,700			3,568	10	2
ARGENTEUIL			13,500			795	6	1
ARTHABASKA			22,700			1,711	8	1
BAGOT			10,600			747	7	
BEAUCE			27,300			1,878	7	1
BEAUHARNOIS			21,900			1,907	9	1
BELLECHASSE			7,700			604	8	
BERTHIER			13,500			1,296	10	
BONAVENTURE			13,700			616	4	
CHAMBLY			129,500			5,959	5	4
CHAMPLAIN			47,500			3,343	7	2
CHARLEVOIX-EST			5,700			574	10	
CHARLEVOIX-OUEST			4,700			471	10	
CHATEAUGUAY			23,500			1,251	5	1
CHICOUTIMI			60,600			3,412	6	2
COMPTON			7,400			278	4	

*Denotes Home County

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
DEUX-MONTAGNES		33,600			1,987	6	1
DORCHESTER		11,000			876	8	1
DRUMMOND		28,700			2,605	9	2
FRONTENAC		9,400			783	8	
GASPE-EST		12,900			779	6	
GASPE-OUEST		5,500			461	8	
GATINEAU		21,700			306	1	
HULL		58,300			1,931	3	1
IBERVILLE		9,600			695	7	
* ILE-DE-MONTREAL		741,000			32,527	4	21
ILE-JESUS		121,200			5,654	5	4
JOLIETTE		26,500			2,482	9	2
KAMOURASKA		9,500			808	9	1
LABELLE		13,400			1,311	10	1
LAC-ST-JEAN-EST		16,000			1,132	7	1
LAC-ST-JEAN-OUEST		20,400			1,621	8	1
LAPRAIRIE		44,500			2,110	5	1
L'ASSOMPTION		50,500			3,175	6	2
LEVIS		40,800			2,386	6	2
L'ISLET		7,200			662	9	
LOTBINIERE		10,500			662	6	
MASKINONGE		8,000			880	11	1
MATANE		10,400			746	7	
MATAPEDIA		7,800			498	6	
MEGANTIC		19,000			1,477	8	1
MISSISQUOI		13,600			837	6	1
MONTCALM		13,400			1,252	9	1
MONTMAGNY		8,600			1,040	12	1
MONTMORENCY NO. 1		8,500			539	6	
MONTMORENCY NO. 2		2,400			111	5	
NAPIERVILLE		5,500			516	9	
NICOLET		12,000			871	7	
NOUVEAU-QUEBEC		9,800			727	7	
PAPINEAU		16,900			839	5	1
PORTNEUF		23,600			1,499	6	1
QUEBEC		188,900			12,092	6	8
RICHELIEU		20,200			1,848	9	1
RICHMOND		14,000			1,007	7	1
RIMOUSKI		25,800			1,771	7	1
RIVIERE-DU-LOUP		14,300			1,290	9	1
ROUVILLE		17,200			1,073	6	1
SAGUENAY		32,500			2,773	9	2
ST-HYACINTHE		23,300			2,234	10	1
ST-JEAN		24,700			1,828	7	1
ST-MAURICE		45,100			3,507	8	2
SHEFFORD		30,800			1,938	6	1
SHERBROOKE		50,400			2,242	4	1
SOULANGES		6,400			497	8	
STANSTEAD		15,800			764	5	
TEMISCAMINGUE		20,600			1,687	8	4
TEMISCOUATA		6,400			465	7	
TERREBONNE		93,600			6,907	7	4
VAUDREUIL		23,500			1,103	5	1
VERCHERES		24,900			1,696	7	1
WOLFE		5,200			289	6	
YAMASKA		5,000			544	11	

*Denotes Home County

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)								
ONTARIO								
OTTAWA-CARLETON			250,000			592	0	
PRESCOTT & RUSSELL			22,100			459	2	
TIMISKAMING			14,900			363	2	
REMAINDER OF CIRCULATION						2,406		2
NEW CARLISLE				E31				
NEW CARLISLE SPEC		9/90			TUE.			
TOTAL PAID CIRCULATION						3191		
COUNTY CIRCULATION								
QUEBEC								
* BONAVENTURE			13,700			958	7	30
GASPE-EST			12,900			849	7	27
REMAINDER OF CIRCULATION						1,384		43
PLESSISSVILLE				N16				
PLESSISSVILLE LA FEUILLE D'ERABLE (F)		12/90			TUE.			
TOTAL PAID CIRCULATION						4438		
COUNTY CIRCULATION								
QUEBEC								
* MEGANTIC			19,000			3,691	19	83
REMAINDER OF CIRCULATION						747		17
ROUYN-NORANDA				K 1				
ROUYN LA FRONTIERE (F)	#	6/91			TUE.			
TOTAL PAID CIRCULATION						9742		
COUNTY CIRCULATION								
QUEBEC								
ABITIBI			35,700			1,352	4	14
* TEMISCAMINGUE			20,600			8,168	40	84
REMAINDER OF CIRCULATION						222		2
SHAWVILLE				N 3				
SHAWVILLE EQUITY		12/89			WED.			
TOTAL PAID CIRCULATION						4442		
COUNTY CIRCULATION								
QUEBEC								
* PONTIAC			7,500			3,128	42	70
REMAINDER OF CIRCULATION						1,314		30
ST. HYACINTHE				P33				
LE COURRIER DE SAINT HYACINTHE (F)	#	6/91			WED.			
TOTAL PAID CIRCULATION						12847		
COUNTY CIRCULATION								
QUEBEC								
BAGOT			10,600			2,733	26	21
RICHELIEU			20,200			293	1	2
ROUVILLE			17,200			330	2	3
* ST-HYACINTHE			23,300			8,889	38	69
REMAINDER OF CIRCULATION						602		5

*Denotes Home County

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)								
ST. JEAN				R31				
ST. JEAN LE CANADA FRANCAIS (F)	#	6/91			WED.			
TOTAL PAID CIRCULATION						15286		
COUNTY CIRCULATION								
QUEBEC								
IBERVILLE			9,600			3,550	37	23
MISSISQUOI			13,600			325	2	2
* ST-JEAN			24,700			9,937	40	65
REMAINDER OF CIRCULATION						1,474		10
ST. JEROME				N27				
ST. JEROME L'ECHO DU NORD (F)	#	6/91			WED.			
TOTAL PAID CIRCULATION						9542		
COUNTY CIRCULATION								
QUEBEC								
DEUX-MONTAGNES			33,600			498	1	5
* TERREBONNE			93,600			8,728	9	91
REMAINDER OF CIRCULATION						316		3
VAL D'OR				K 3				
VAL D'OR L'ECHO ABITIBIEN (F)	#	6/91			TUE.			
TOTAL PAID CIRCULATION						10138		
COUNTY CIRCULATION								
QUEBEC								
* ABITIBI			35,700			9,213	26	91
REMAINDER OF CIRCULATION						925		9
VICTORIAVILLE				O15				
VICTORIAVILLE L'UNION (F)	#	6/91			WED.			
TOTAL PAID CIRCULATION						11019		
COUNTY CIRCULATION								
QUEBEC								
* ARTHABASKA			22,700			9,224	41	84
MEGANTIC			19,000			732	4	7
NICOLET			12,000			281	2	3
REMAINDER OF CIRCULATION						782		7
ONTARIO								
ALEXANDRIA				L33				
ALEXANDRIA GLENGARRY NEWS		9/90			WED.			
TOTAL PAID CIRCULATION						7948		
COUNTY CIRCULATION								
ONTARIO								
OTTAWA-CARLETON			250,000			323	0	4
PRESCOTT & RUSSELL			22,100			479	2	6
* STOR. , DUN. & GLEN.			39,500			6,126	16	77
REMAINDER OF CIRCULATION						1,020		13

*Denotes Home County

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
ALLISTON			N18				
ALLISTON HERALD	12/91			WED.			
TOTAL PAID CIRCULATION					5617		
COUNTY CIRCULATION							
ONTARIO							
* SIMCOE		103,700			5,418	5	96
REMAINDER OF CIRCULATION					609		11
ALMONTE			L28				
ALMONTE GAZETTE	6/90			WED.			
TOTAL PAID CIRCULATION					3004		
COUNTY CIRCULATION							
ONTARIO							
* LANARK		19,600			2,464	13	82
REMAINDER OF CIRCULATION					540		18
ARNPRIOR			K28				
ARNPRIOR CHRONICLE-GUIDE	3/90			WED.			
TOTAL PAID CIRCULATION					5453		
COUNTY CIRCULATION							
ONTARIO							
LANARK		19,600			321	2	6
OTTAWA-CARLETON		250,000			779	0	14
* RENFREW		33,500			4,079	12	75
REMAINDER OF CIRCULATION					274		5
ATIKOKAN			F 2				
ATIKOKAN PROGRESS	3/90			WED.			
TOTAL PAID CIRCULATION					2012		
COUNTY CIRCULATION							
ONTARIO							
* RAINY RIVER		8,200			1,638	20	81
REMAINDER OF CIRCULATION					374		19
AYLMER			S14				
AYLMER EXPRESS	3/91			WED.			
TOTAL PAID CIRCULATION					4091		
COUNTY CIRCULATION							
ONTARIO							
* ELGIN		27,300			3,618	13	88
REMAINDER OF CIRCULATION					473		12
BLENHEIM			T11				
BLENHEIM NEWS TRIBUNE	12/91			WED.			
TOTAL PAID CIRCULATION					2919		
COUNTY CIRCULATION							
ONTARIO							
* KENT		39,800			2,930	7	100
REMAINDER OF CIRCULATION					344		12

*Denotes Home County

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)								
BRACEBRIDGE				K20				
BRACEBRIDGE HERALD-GAZETTE		12/90			WED.			
TOTAL PAID CIRCULATION						5157		
COUNTY CIRCULATION								
ONTARIO								
* MUSKOKA			18,600			4,338	23	84
REMAINDER OF CIRCULATION						819		16
CARLETON PLACE				L29				
CARLETON PLACE CANADIAN		3/90			WED.			
TOTAL PAID CIRCULATION						4042		
COUNTY CIRCULATION								
ONTARIO								
* LANARK			19,600			3,528	18	87
REMAINDER OF CIRCULATION						514		13
CHESLEY				M15				
CHESLEY ENTERPRISE	@	9/91			WED.			
TOTAL PAID CIRCULATION						1979		
COUNTY CIRCULATION								
ONTARIO								
* BRUCE			23,200			1,535	7	78
REMAINDER OF CIRCULATION						444		22
COCHRANE				E 6				
COCHRANE NORTHLAND POST		3/91			WED.			
TOTAL PAID CIRCULATION						2889		
COUNTY CIRCULATION								
ONTARIO								
* COCHRANE			33,900			2,450	7	85
REMAINDER OF CIRCULATION						439		15
COLLINGWOOD				M17				
COLLINGWOOD BULLETIN		6/90			W, SAT.			
TOTAL PAID CIRCULATION						5904		
COUNTY CIRCULATION								
ONTARIO								
GREY			29,900			296	1	5
* SIMCOE			103,700			5,272	5	89
REMAINDER OF CIRCULATION						336		6
DELHI				S16				
DELHI NEWS-RECORD		12/90			WED.			
TOTAL PAID CIRCULATION						3863		
COUNTY CIRCULATION								
ONTARIO								
* HALDIMAND-NORFOLK			35,700			3,092	9	80
OXFORD			33,800			374	1	10
REMAINDER OF CIRCULATION						397		10

*Denotes Home County

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
DRYDEN			E 2				
DRYDEN OBSERVER	3/91			TUE.			
TOTAL PAID CIRCULATION					6248		
COUNTY CIRCULATION							
ONTARIO							
* KENORA		21,100			5,512	26	88
REMAINDER OF CIRCULATION					736		12
DUNNVILLE			S18				
DUNNVILLE CHRONICLE	12/91			WED.			
TOTAL PAID CIRCULATION					2646		
COUNTY CIRCULATION							
ONTARIO							
* HALDIMAND-NORFOLK		35,700			2,379	7	90
REMAINDER OF CIRCULATION					267		10
DURHAM			I10				
DURHAM CHRONICLE	@ 9/91			WED.			
TOTAL PAID CIRCULATION					2003		
COUNTY CIRCULATION							
ONTARIO							
* GREY		29,900			1,528	5	76
REMAINDER OF CIRCULATION					475		24
FORT FRANCES			E 2				
FORT FRANCES TIMES	3/90			WED.			
TOTAL PAID CIRCULATION					6526		
COUNTY CIRCULATION							
ONTARIO							
* RAINY RIVER		8,200			5,299	65	81
REMAINDER OF CIRCULATION					1,227		19
GANANOQUE			O28				
GANANOQUE REPORTER	12/91			WED.			
TOTAL PAID CIRCULATION					4287		
COUNTY CIRCULATION							
ONTARIO							
* LEEDS & GRENVILLE		32,700			3,838	12	90
REMAINDER OF CIRCULATION					449		10
GRAVENHURST			L20				
GRAVENHURST NEWS	9/90			WED.			
TOTAL PAID CIRCULATION					2458		
COUNTY CIRCULATION							
ONTARIO							
* MUSKOKA		18,600			2,161	12	88
REMAINDER OF CIRCULATION					297		12

*Denotes Home County

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
HANOVER			N15				
HANOVER POST	12/91			TUE.			
TOTAL PAID CIRCULATION					4810		
COUNTY CIRCULATION							
ONTARIO							
BRUCE		23,200			800	3	17
* GREY		29,900			3,741	13	78
REMAINDER OF CIRCULATION					269		6
HUNTSVILLE			J20				
HUNTSVILLE FORESTER	12/91			WED.			
TOTAL PAID CIRCULATION					6309		
COUNTY CIRCULATION							
ONTARIO							
* MUSKOKA		18,600			5,341	29	85
REMAINDER OF CIRCULATION					968		15
IROQUOIS FALLS			E 7				
IROQUOIS FALLS ENTERPRISE	3/91			WED.			
TOTAL PAID CIRCULATION					2867		
COUNTY CIRCULATION							
ONTARIO							
* COCHRANE		33,900			2,461	7	86
REMAINDER OF CIRCULATION					406		14
LEAMINGTON			U 9				
LEAMINGTON POST	6/90			TUE.			
TOTAL PAID CIRCULATION					6463		
COUNTY CIRCULATION							
ONTARIO							
* ESSEX		119,900			6,298	5	97
REMAINDER OF CIRCULATION					165		3
LITTLE CURRENT			G14				
LITTLE CURRENT MANITOULIN EXPOSITOR	3/90			WED.			
TOTAL PAID CIRCULATION					5540		
COUNTY CIRCULATION							
ONTARIO							
* MANITOULIN		3,900			2,970	76	54
SUDBURY RM		59,100			552	1	10
SUDBURY DISTRICT		8,600			250	3	5
TORONTO		811,900			253	0	5
REMAINDER OF CIRCULATION					1,515		27
MARKSDALE			M16				
MARKDALE STANDARD @	9/91			WED.			
TOTAL PAID CIRCULATION					1617		
COUNTY CIRCULATION							
ONTARIO							

*Denotes Home County

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
* GREY		29,900			1,373	5	85
REMAINDER OF CIRCULATION					244		15
MEAFORD			L16				
MEAFORD EXPRESS	3/91			WED.			
TOTAL PAID CIRCULATION					2882		
COUNTY CIRCULATION							
ONTARIO							
* GREY		29,900			2,340	8	81
REMAINDER OF CIRCULATION					542		19
MIDLAND			L18				
MIDLAND FREE PRESS	3/90			W, F			
TOTAL PAID CIRCULATION					6875		
COUNTY CIRCULATION							
ONTARIO							
* SIMCOE		103,700			6,682	6	97
REMAINDER OF CIRCULATION					193		3
ORANGEVILLE			O17				
ORANGEVILLE BANNER	3/91			W, F			
TOTAL PAID CIRCULATION					7188		
COUNTY CIRCULATION							
ONTARIO							
* DUFFERIN		13,200			6,365	48	89
PEEL		224,500			567	0	8
REMAINDER OF CIRCULATION					256		4
PERTH			M28				
PERTH COURIER	3/90			WED.			
TOTAL PAID CIRCULATION					6393		
COUNTY CIRCULATION							
ONTARIO							
* LANARK		19,600			5,254	27	82
REMAINDER OF CIRCULATION					1,139		18
PORT ELGIN			M14				
PORT ELGIN BEACON TIMES	@ 9/91			WED.			
TOTAL PAID CIRCULATION					4144		
COUNTY CIRCULATION							
ONTARIO							
* BRUCE		23,200			3,720	16	90
REMAINDER OF CIRCULATION					424		10
RENFREW			K27				
RENFREW MERCURY	3/91			WED.			
TOTAL PAID CIRCULATION					6127		
COUNTY CIRCULATION							
ONTARIO							
* RENFREW		33,500			4,953	15	81

*Denotes Home County

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
REMAINDER OF CIRCULATION					1,174		19
SMITHS FALLS			M28				
SMITHS FALLS RECORD NEWS	3/90			WED.			
TOTAL PAID CIRCULATION					4871		
COUNTY CIRCULATION							
ONTARIO							
* LANARK		19,600			3,728	19	77
LEEDS & GRENVILLE		32,700			696	2	14
REMAINDER OF CIRCULATION					447		9
STITTSVILLE			T30				
STITTSVILLE NEWS	9/91			WED.			
TOTAL PAID CIRCULATION					3933		
COUNTY CIRCULATION							
ONTARIO							
* OTTAWA-CARLETON		250,000			3,732	1	95
REMAINDER OF CIRCULATION					201		5
STRATHROY			R12				
ONTARIO							
STRATHROY			R12				
STRATHROY AGE DISPATCH	12/91			WED.			
TOTAL PAID CIRCULATION					5391		
COUNTY CIRCULATION							
ONTARIO							
* MIDDLESEX		141,600			5,102	4	95
REMAINDER OF CIRCULATION					289		5
TILLSONBURG			S15				
TILLSONBURG NEWS	3/91			M, W, F			
TOTAL PAID CIRCULATION					5868		
COUNTY CIRCULATION							
ONTARIO							
ELGIN		27,300			697	3	12
HALDIMAND-NORFOLK		35,700			1,076	3	18
* OXFORD		33,800			3,902	12	66
REMAINDER OF CIRCULATION					193		3
TRENTON			O24				
TRENTON TRENTONIAN-TRI COUNTY NEWS	3/91			M, W, F			
TOTAL PAID CIRCULATION					8206		
COUNTY CIRCULATION							
ONTARIO							
* HASTINGS		44,000			6,781	15	83
NORTHUMBERLAND		28,000			903	3	11
PRINCE EDWARD		9,100			423	5	5
REMAINDER OF CIRCULATION					99		1

*Denotes Home County

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)								
WIARTON				K15				
WIARTON ECHO	@	9/91			WED.			
TOTAL PAID CIRCULATION						4257		
COUNTY CIRCULATION								
ONTARIO								
* BRUCE			23,200			3,260	14	77
REMAINDER OF CIRCULATION						997		23

*Denotes Home County

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
MANITOBA								
STEINBACH				R11				
STEINBACH CARILLON		6/90			WED.			
TOTAL PAID CIRCULATION						12259		
CENSUS DIVISION CIRCULATION								
MANITOBA								
CEN. DIV. 01			6,300			1,096	17	9
* CEN. DIV. 02			14,000			7,868	56	64
CEN. DIV. 03			13,200			695	5	6
CEN. DIV. 11			237,800			1,232	1	10
CEN. DIV. 12			5,700			371	7	3
REMAINDER OF CIRCULATION						997		8
VIRDEN				Q 2				
VIRDEN EMPIRE ADVANCE		6/91			WED.			
TOTAL PAID CIRCULATION						3560		
CENSUS DIVISION CIRCULATION								
MANITOBA								
CEN. DIV. 08			5,300			2,405	45	68
REMAINDER OF CIRCULATION						1,155		32
SASKATCHEWAN								
ASSINIBOIA				R 8				
ASSINIBOIA TIMES	@	3/91			TUE.			
TOTAL PAID CIRCULATION						5140		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
* CEN. DIV. 03			6,900			2,735	40	53
CEN. DIV. 07			18,700			436	2	8
REMAINDER OF CIRCULATION						1,969		38
BENGOUGH				R 9				
BENGOUGH CROSS-COUNTRY CONNECTION	@	3/91			MON.			
TOTAL PAID CIRCULATION						1143		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
* CEN. DIV. 02			9,300			666	7	58
CEN. DIV. 06			80,200			253	0	22
REMAINDER OF CIRCULATION						224		20
CANORA				M13				
CANORA COURIER	@	3/90			WED.			
TOTAL PAID CIRCULATION						2707		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
* CEN. DIV. 09			16,100			2,215	14	82
REMAINDER OF CIRCULATION						330		12

*Denotes Home Census Division

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
SASKATCHEWAN (cont.)								
REMAINDER OF CIRCULATION						162		6
CARLYLE				R14				
CARLYLE OBSERVER	@	3/91			TUE.			
TOTAL PAID CIRCULATION						2103		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
*CEN. DIV. 01			11,800			1,578	13	75
REMAINDER OF CIRCULATION						525		25
CUT KNIFE				J 3				
CUT KNIFE HIGHWAY 40 COURIER	@	3/90			WED.			
TOTAL PAID CIRCULATION						766		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
*CEN. DIV. 13			8,900			432	5	56
REMAINDER OF CIRCULATION						334		44
DAVIDSON				N 8				
DAVIDSON LEADER	@	3/90			MON.			
TOTAL PAID CIRCULATION						1894		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
*CEN. DIV. 11			82,500			1,393	2	74
REMAINDER OF CIRCULATION						501		26
ESTEVAN				T13				
ESTEVAN MERCURY	@	3/91			WED.			
TOTAL PAID CIRCULATION						4971		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
*CEN. DIV. 01			11,800			4,112	35	83
CEN. DIV. 02			9,300			293	3	6
REMAINDER OF CIRCULATION						566		11
FOAM LAKE				M12				
FOAM LAKE REVIEW	@	3/90			MON.			
TOTAL PAID CIRCULATION						2158		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
CEN. DIV. 09			16,100			306	2	14
*CEN. DIV. 10			8,400			1,126	13	52
REMAINDER OF CIRCULATION						726		34
HUDSON BAY				J13				
HUDSON BAY POST REVIEW	@	3/90			WED.			
TOTAL PAID CIRCULATION						2720		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
*CEN. DIV. 14			15,900			2,357	15	87

*Denotes Home Census Division

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
SASKATCHEWAN (cont.)								
REMAINDER OF CIRCULATION						363		13
HUMBOLDT				L 9				
HUMBOLDT JOURNAL	@	3/90			WED.			
TOTAL PAID CIRCULATION						4257		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
CEN. DIV. 11			82,500			323	0	8
* CEN. DIV. 15			28,100			2,942	10	69
REMAINDER OF CIRCULATION						992		23
INDIAN HEAD				P11				
INDIAN HEAD-WOLSELY NEWS	@	3/91			TUE.			
TOTAL PAID CIRCULATION						2492		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
CEN. DIV. 05			14,200			449	3	18
* CEN. DIV. 06			80,200			1,508	2	61
REMAINDER OF CIRCULATION						535		21
ITUNA				N10				
ITUNA NEWS	@	3/90			MON.			
TOTAL PAID CIRCULATION						1220		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
* CEN. DIV. 10			8,400			768	9	63
REMAINDER OF CIRCULATION						452		37
KAMSACK				M14				
KAMSACK TIMES	@	3/90			THUR.			
TOTAL PAID CIRCULATION						2101		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
* CEN. DIV. 09			16,100			1,750	11	83
REMAINDER OF CIRCULATION						351		17
KELVINGTON				L12				
KELVINGTON RADIO	@	3/90			THUR.			
TOTAL PAID CIRCULATION						1404		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
* CEN. DIV. 14			15,900			754	5	54
REMAINDER OF CIRCULATION						650		46
KERROBERT				L 3				
KERROBERT CITIZEN	@	3/90			WED.			
TOTAL PAID CIRCULATION						706		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
* CEN. DIV. 13			8,900			521	6	74

*Denotes Home Census Division

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
SASKATCHEWAN (cont.)								
REMAINDER OF CIRCULATION						185		26
KINDERSLEY				M 3				
KINDERSLEY CLARION	@	3/90			WED.			
TOTAL PAID CIRCULATION						3383		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
CEN. DIV. 08			12,600			357	3	11
*CEN. DIV. 13			8,900			2,587	29	76
REMAINDER OF CIRCULATION						439		13
LA RONGE				E 3				
LA RONGE NORTHERNER	@	3/90			WED.			
TOTAL PAID CIRCULATION						2211		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
*CEN. DIV. 18			6,400			1,575	25	71
REMAINDER OF CIRCULATION						636		29
LANGENBURG				O15				
LANGENBURG FOUR-TOWN JOURNAL	@	3/91			WED.			
TOTAL PAID CIRCULATION						2201		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
*CEN. DIV. 05			14,200			1,665	12	76
REMAINDER OF CIRCULATION						536		24
LANIGAN								
LANIGAN ADVISOR	@	3/91			MON.			
TOTAL PAID CIRCULATION						325		
CENSUS DIVISION CIRCULATION								
REMAINDER OF CIRCULATION						325		100
LEADER				O 2				
LEADER NEWS	@	3/90			WED.			
TOTAL PAID CIRCULATION						1214		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
*CEN. DIV. 08			12,600			880	7	72
REMAINDER OF CIRCULATION						334		28
MAPLE CREEK				Q 2				
MAPLE CREEK NEWS	@	3/91			TUE.			
TOTAL PAID CIRCULATION						2788		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
*CEN. DIV. 04			4,900			1,551	32	56
CEN. DIV. 08			12,600			407	3	15
ALBERTA								
CEN. DIV. 01			22,300			278	1	10

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WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
SASKATCHEWAN (cont.)								
REMAINDER OF CIRCULATION						552		20
MEADOW LAKE				E 2				
MEADOW LAKE PROGRESS	@	3/90			TUE.			
TOTAL PAID CIRCULATION						3249		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
*CEN. DIV. 17			12,100			2,362	20	73
REMAINDER OF CIRCULATION						887		27
MELVILLE				O13				
MELVILLE ADVANCE	@	3/91			WED.			
TOTAL PAID CIRCULATION						4005		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
*CEN. DIV. 05			14,200			3,122	22	78
CEN. DIV. 06			80,200			280	0	7
REMAINDER OF CIRCULATION						603		15
MOOSOMIN				Q15				
MOOSOMIN WORLD-SPECTATOR	@	3/91			WED.			
TOTAL PAID CIRCULATION						3838		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
CEN. DIV. 01			11,800			513	4	13
*CEN. DIV..05			14,200			2,289	16	60
REMAINDER OF CIRCULATION						1,036		27
NIPAWIN				I11				
NIPAWIN JOURNAL	@	3/90			WED.			
TOTAL PAID CIRCULATION						4940		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
*CEN. DIV. 14			15,900			3,977	25	81
REMAINDER OF CIRCULATION						963		19
NOKOMIS				M 9				
NOKOMIS LAST MOUNTAIN TIMES	@	3/90			MON.			
TOTAL PAID CIRCULATION						1890		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
CEN. DIV. 06			80,200			591	1	31
*CEN. DIV. 11			82,500			768	1	41
REMAINDER OF CIRCULATION						531		28
NORQUAY				L14				
NORQUAY NORTH STAR	@	3/90			THUR.			
TOTAL PAID CIRCULATION						1015		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								

*Denotes Home Census Division

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
SASKATCHEWAN (cont.)								
* CEN. DIV. 09			16,100			808	5	80
REMAINDER OF CIRCULATION						207		20
NORTH BATTLEFORD				J 4				
NORTH BATTLEFORD NEWS-OPTIMIST	@	3/90			W, SUN.			
TOTAL PAID CIRCULATION						4378		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
CEN. DIV. 12			8,800			620	7	14
CEN. DIV. 12			8,800			629	7	14
* CEN. DIV. 16			13,700			2,841	21	65
* CEN. DIV. 16			13,700			2,798	20	64
CEN. DIV. 17			12,100			404	3	9
CEN. DIV. 17			12,100			411	3	9
REMAINDER OF CIRCULATION						556		13
REMAINDER OF CIRCULATION						631		14
OUTLOOK				M 6				
OUTLOOK THE OUTLOOK	@	3/90			MON.			
TOTAL PAID CIRCULATION						3121		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
CEN. DIV. 07			18,700			357	2	11
* CEN. DIV. 11			82,500			1,410	2	45
CEN. DIV. 12			8,800			569	6	18
REMAINDER OF CIRCULATION						785		25
PREECEVILLE				L13				
PREECEVILLE PROGRESS	@	3/90			THUR.			
TOTAL PAID CIRCULATION						1806		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
* CEN. DIV. 09			16,100			1,474	9	82
REMAINDER OF CIRCULATION						332		18
RADVILLE				S10				
RADVILLE STAR	@	3/91			WED.			
TOTAL PAID CIRCULATION						1117		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
* CEN. DIV. 02			9,300			726	8	65
REMAINDER OF CIRCULATION						391		35
REDVERS				S15				
REDVERS OPTIMIST	@	3/91			TUE.			
TOTAL PAID CIRCULATION						1865		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
* CEN. DIV. 01			11,800			1,116	9	60
REMAINDER OF CIRCULATION						749		40

*Denotes Home Census Division

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
SASKATCHEWAN (cont.)								
ROSE VALLEY				K11				
ROSE VALLEY VIEW FROM HERE	@	3/90			TUE.			
TOTAL PAID CIRCULATION						1268		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
CEN. DIV. 10			8,400			264	3	21
* CEN. DIV. 14			15,900			797	5	63
REMAINDER OF CIRCULATION						207		16
ROSTHERN				J 7				
ROSTHERN SASKATCHEWAN VALLEY NEWS	@	3/90			THUR.			
TOTAL PAID CIRCULATION						4018		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
CEN. DIV. 11			82,500			1,039	1	26
* CEN. DIV. 15			28,100			1,732	6	43
REMAINDER OF CIRCULATION						1,247		31
SEMANS				N10				
SEMANS HIWAY 15 GAZETTE	@	3/90			MON.			
TOTAL PAID CIRCULATION						1235		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
* CEN. DIV. 10			8,400			966	12	78
REMAINDER OF CIRCULATION						269		22
SHELLBROOK				I 7				
SHELLBROOK CHRONICLE	@	3/90			TUE.			
TOTAL PAID CIRCULATION						2902		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
* CEN. DIV. 16			13,700			1,978	14	68
REMAINDER OF CIRCULATION						924		32
SPIRITWOOD				H 5				
SPIRITWOOD HERALD	@	3/90			WED.			
TOTAL PAID CIRCULATION						1111		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
* CEN. DIV. 16			13,700			808	6	73
REMAINDER OF CIRCULATION						303		27
SWIFT CURRENT				Q 4				
SWIFT CURRENT SUN		6/91			M, W			
TOTAL PAID CIRCULATION						4774		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
CEN. DIV. 04			4,900			370	8	8

*Denotes Home Census Division

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
SASKATCHEWAN (cont.)								
CEN. DIV. 07			18,700			269	1	6
* CEN. DIV. 08			12,600			3,650	29	76
REMAINDER OF CIRCULATION						485		10
TISDALE				J11				
TISDALE RECORDER	@	3/90			MON.			
TOTAL PAID CIRCULATION						2798		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
* CEN. DIV. 14			15,900			2,326	15	83
REMAINDER OF CIRCULATION						472		17
UNITY				K 3				
UNITY NORTHWEST HERALD	@	3/90			THUR.			
TOTAL PAID CIRCULATION						2169		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
* CEN. DIV. 13			8,900			1,770	20	82
REMAINDER OF CIRCULATION						399		18
WADENA				L11				
WADENA NEWS	@	3/90			THUR.			
TOTAL PAID CIRCULATION						4598		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
CEN. DIV. 09			16,100			336	2	7
* CEN. DIV. 10			8,400			1,692	20	37
CEN. DIV. 14			15,900			686	4	15
REMAINDER OF CIRCULATION						1,884		41
WATROUS				M 8				
WATROUS MANITOU	@	3/90			MON.			
TOTAL PAID CIRCULATION						2322		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
* CEN. DIV. 11			82,500			1,717	2	74
REMAINDER OF CIRCULATION						605		26
WATSON				K10				
WATSON NAICAM NEWS	@	3/90			MON.			
TOTAL PAID CIRCULATION						932		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
* CEN. DIV. 14			15,900			619	4	66
REMAINDER OF CIRCULATION						313		34
WEYBURN				R11				
WEYBURN REVIEW	@	3/91			TUE.			
TOTAL PAID CIRCULATION						6533		
CENSUS DIVISION CIRCULATION								

*Denotes Home Census Division

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
SASKATCHEWAN (cont.)								
SASKATCHEWAN								
* CEN. DIV. 02			9,300			5,031	54	77
CEN. DIV. 06			80,200			403	1	6
REMAINDER OF CIRCULATION						1,099		17
WHITEWOOD				P14				
WHITEWOOD HERALD	@	3/91			MON.			
TOTAL PAID CIRCULATION						1019		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
* CEN. DIV. 05			14,200			790	6	78
REMAINDER OF CIRCULATION						229		22
WILKIE				K 3				
WILKIE PRESS	@	3/90			WED.			
TOTAL PAID CIRCULATION						915		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
* CEN. DIV. 13			8,900			692	8	76
REMAINDER OF CIRCULATION						223		24
WYNYARD				M10				
WYNYARD ADVANCE	@	3/90			MON.			
TOTAL PAID CIRCULATION						2189		
CENSUS DIVISION CIRCULATION								
SASKATCHEWAN								
* CEN. DIV. 10			8,400			1,458	17	67
REMAINDER OF CIRCULATION						731		33
YORKTON				N13				
YORKTON THIS WEEK & ENTERPRISE		6/90			M, W			
TOTAL PAID CIRCULATION						8999		
CENSUS DIVISION CIRCULATION								
MANITOBA								
CEN. DIV. 16			4,400			282	6	3
SASKATCHEWAN								
CEN. DIV. 05			14,200			1,686	12	19
* CEN. DIV. 09			16,100			5,492	34	61
CEN. DIV. 10			8,400			950	11	11
CEN. DIV. 14			15,900			250	2	3
REMAINDER OF CIRCULATION						339		4
ALBERTA								
BEAVERLODGE				E 2				
BEAVERLODGE ADVERTISER		9/91			WED.			
TOTAL PAID CIRCULATION						1849		
CENSUS DIVISION CIRCULATION								
ALBERTA								
* CEN. DIV. 19			25,900			1,652	6	89

*Denotes Home Census Division

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ALBERTA (cont.)								
REMAINDER OF CIRCULATION						197		11
CARDSTON				T10				
CARDSTON CHONICLE	@	3/91			TUE.			
TOTAL PAID CIRCULATION						1854		
CENSUS DIVISION CIRCULATION								
ALBERTA								
*CEN. DIV. 03			10,400			1,756	17	95
REMAINDER OF CIRCULATION						98		5
CORONATION				M13				
CORONATION REVIEW	@	3/91			TUE.			
TOTAL PAID CIRCULATION						1364		
CENSUS DIVISION CIRCULATION								
ALBERTA								
*CEN. DIV. 07			14,200			1,014	7	74
REMAINDER OF CIRCULATION						350		26
ECKVILLE				L 8				
ECKVILLE EXAMINER	@	3/91			TUE.			
TOTAL PAID CIRCULATION						728		
CENSUS DIVISION CIRCULATION								
ALBERTA								
*CEN. DIV. 08			46,300			601	1	83
REMAINDER OF CIRCULATION						127		17
FAIRVIEW				E 2				
FAIRVIEW POST		9/90			TUE.			
TOTAL PAID CIRCULATION						3471		
CENSUS DIVISION CIRCULATION								
ALBERTA								
CEN. DIV. 17			14,800			711	5	20
*CEN. DIV. 19			25,900			2,402	9	69
REMAINDER OF CIRCULATION						358		10
FORT MACLEOD				R10				
FORT MACLEOD GAZETTE	@	3/91			WED.			
TOTAL PAID CIRCULATION						1716		
CENSUS DIVISION CIRCULATION								
ALBERTA								
*CEN. DIV. 03			10,400			1,346	13	78
REMAINDER OF CIRCULATION						370		22
FORT VERMILION				C 3				
FORT VERMILION NORTHERN PIONEER	@	9/91			WED.			
TOTAL PAID CIRCULATION						847		
CENSUS DIVISION CIRCULATION								
ALBERTA								
*CEN. DIV. 17			14,800			762	5	90
REMAINDER OF CIRCULATION						85		10

*Denotes Home Census Division

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ALBERTA (cont.)								
GRIMSHAW				D 2				
GRIMSHAW MILE ZERO NEWS	@	9/91			WED.			
TOTAL PAID CIRCULATION						1076		
CENSUS DIVISION CIRCULATION								
ALBERTA								
* CEN. DIV. 19			25,900			833	3	77
REMAINDER OF CIRCULATION						243		23
HIGH LEVEL				B 3				
HIGH LEVEL ECHO	@	9/91			WED.			
TOTAL PAID CIRCULATION						1660		
CENSUS DIVISION CIRCULATION								
ALBERTA								
* CEN. DIV. 17			14,800			1,450	10	87
REMAINDER OF CIRCULATION						210		13
HIGH RIVER				P 9				
HIGH RIVER TIMES		6/90			TUE.			
TOTAL PAID CIRCULATION						3211		
CENSUS DIVISION CIRCULATION								
ALBERTA								
* CEN. DIV. 06			302,200			2,834	1	88
REMAINDER OF CIRCULATION						377		12
LACOMBE				L 9				
LACOMBE GLOBE	@	3/91			WED.			
TOTAL PAID CIRCULATION						3626		
CENSUS DIVISION CIRCULATION								
ALBERTA								
* CEN. DIV. 08			46,300			3,401	7	94
REMAINDER OF CIRCULATION						225		6
MANNING				D 3				
MANNING BANNER POST	@	9/91			WED.			
TOTAL PAID CIRCULATION						1188		
CENSUS DIVISION CIRCULATION								
ALBERTA								
* CEN. DIV. 17			14,800			954	6	80
REMAINDER OF CIRCULATION						234		20
RAYMOND				R11				
RAYMOND REVIEW	@	3/91			TUE.			
TOTAL PAID CIRCULATION						1894		
CENSUS DIVISION CIRCULATION								
ALBERTA								
* CEN. DIV. 02			45,600			1,741	4	92
REMAINDER OF CIRCULATION						153		8

*Denotes Home Census Division

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ALBERTA (cont.)								
RIMBEY				K 9				
RIMBEY RECORD	@	3/91			TUE.			
TOTAL PAID CIRCULATION						2227		
ALBERTA								
RIMBEY				K 9				
RIMBEY RECORD	@	3/91			TUE.			
TOTAL PAID CIRCULATION						2227		
CENSUS DIVISION CIRCULATION								
ALBERTA								
* CEN. DIV. 08			46,300			1,953	4	88
REMAINDER OF CIRCULATION						274		12
ROCKY MOUNTAIN HOUSE				L 8				
ROCKY MOUNTAIN HOUSE MOUNTAINEER	@	3/91			WED.			
TOTAL PAID CIRCULATION						4731		
CENSUS DIVISION CIRCULATION								
ALBERTA								
CEN. DIV. 08			46,300			357	1	8
* CEN. DIV. 09			5,600			3,935	70	83
REMAINDER OF CIRCULATION						439		9
RYCROFT				E 2				
RYCROFT CENTRAL PEACE SIGNAL		9/90			TUE.			
TOTAL PAID CIRCULATION						2323		
CENSUS DIVISION CIRCULATION								
ALBERTA								
* CEN. DIV. 19			25,900			2,085	8	90
REMAINDER OF CIRCULATION						238		10
SEDGEWICK				K13				
SEDGEWICK COMMUNITY PRESS		6/91			TUE.			
TOTAL PAID CIRCULATION						3539		
CENSUS DIVISION CIRCULATION								
ALBERTA								
* CEN. DIV. 07			14,200			3,057	22	86
REMAINDER OF CIRCULATION						482		14
STETTLER				L11				
STETTLER INDEPENDENT	@	3/91			WED.			
TOTAL PAID CIRCULATION						4925		
CENSUS DIVISION CIRCULATION								
ALBERTA								
* CEN. DIV. 07			14,200			4,060	29	82
REMAINDER OF CIRCULATION						865		18

*Denotes Home Census Division

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ALBERTA (cont.)								
SYLVAN LAKE				L 9				
SYLVAN LAKE NEWS	@	3/91			TUE.			
TOTAL PAID CIRCULATION						957		
CENSUS DIVISION CIRCULATION								
ALBERTA								
* CEN. DIV. 08			46,300			867	2	91
REMAINDER OF CIRCULATION						90		9
THREE HILLS				M10				
THREE HILLS CAPITAL		6/90			WED.			
TOTAL PAID CIRCULATION						3808		
CENSUS DIVISION CIRCULATION								
ALBERTA								
* CEN. DIV. 05			13,300			2,763	21	73
CEN. DIV. 06			302,200			405	0	11
REMAINDER OF CIRCULATION						640		17
WAINWRIGHT				K14				
WAINWRIGHT STAR CHRONICLE		6/90			TUE.			
TOTAL PAID CIRCULATION						2854		
CENSUS DIVISION CIRCULATION								
ALBERTA								
* CEN. DIV. 07			14,200			2,556	18	90
REMAINDER OF CIRCULATION						298		10

*Denotes Home Census Division

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & REGIONAL DISTRICTS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
BRITISH COLUMBIA							
CAMPBELL RIVER			K 5				
CAMPBELL RIVER COURIER	9/90			THUR.			
TOTAL PAID CIRCULATION					8015		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* COMOX-STRATHCONA		32,000			7,882	25	98
REMAINDER OF CIRCULATION					133		2
CAMPBELL RIVER UPPER ISLANDER	9/90			TUE.			
TOTAL PAID CIRCULATION					6651		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* COMOX-STRATHCONA		32,000			6,511	20	98
REMAINDER OF CIRCULATION					140		2
CASTLEGAR			M15				
CASTLEGAR NEWS	9/91			W, SAT.			
TOTAL PAID CIRCULATION					3894		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* CENTRAL KOOTENAY		20,600			3,647	18	94
REMAINDER OF CIRCULATION					247		6
COURTENAY			L 5				
COURTENAY COMOX DISTRICT FREE PRESS	9/90			W, F			
TOTAL PAID CIRCULATION					10215		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* COMOX-STRATHCONA		32,000			9,942	31	97
REMAINDER OF CIRCULATION					273		3
CRESTON			M17				
CRESTON VALLEY ADVANCE	9/90			M, TH			
TOTAL PAID CIRCULATION					3830		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* CENTRAL KOOTENAY		20,600			3,423	17	89
REMAINDER OF CIRCULATION					407		11
PORT HARDY			K 2				
PORT HARDY NORTH ISLAND GAZETTE	9/91			WED.			
TOTAL PAID CIRCULATION					2947		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
COMOX-STRATHCONA		32,000			2,653	8	90
REMAINDER OF CIRCULATION					294		10

*Denotes Home Regional District

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & REGIONAL DISTRICTS

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
BRITISH COLUMBIA (cont.)								
POWELL RIVER				L 6				
POWELL RIVER NEWS		9/90			WED.			
TOTAL PAID CIRCULATION						5369		
REGIONAL DISTRICT CIRCULATION								
BRITISH COLUMBIA								
* POWELL RIVER			7,600			5,163	68	96
REMAINDER OF CIRCULATION						206		4
RICHMOND				E10				
RICHMOND BUY & SELL PRESS	#	9/91			THUR.			
TOTAL PAID CIRCULATION						42909		
REGIONAL DISTRICT CIRCULATION								
BRITISH COLUMBIA								
CAPITAL			125,500			1,477	1	3
CEN. FRAZER VALLEY			29,600			1,113	4	3
CENTRAL OKANAGAN			44,100			316	1	1
COMOX-STRATHCONA			32,000			312	1	1
COWICHAN VALLEY			23,400			299	1	1
DEWDNEY-ALOUETTE			31,200			1,678	5	4
FRASER-CHEAM			26,900			876	3	2
* GREATER VANCOUVER			598,400			33,307	6	78
NANAIMO			39,600			475	1	1
SQUAMISH-LILLOOET			8,700			390	4	1
SUNSHINE COAST			8,700			278	3	1
THOMPSON-NICOLA			37,300			369	1	1
REMAINDER OF CIRCULATION						2,019		5

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*Denotes Home Regional District

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Part II

SECTION B

Weekly Newspaper Circulation & Coverage Analysis By County, Census Division, Regional District or Territory

These alphabetical and numeric listings of counties or census divisions by province report the circulation and circulation/occupied household ratio of all weekly newspaper members having circulation of at least 250 copies or a 5 percent circulation/occupied household ratio.

WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
PRINCE EDWARD ISLAND					
KINGS	6,400	F14			
* MONTAGUE EASTERN GRAPHIC			WED.	3,911	61
PRINCE	14,600	D11			
* ALBERTON WEST PRINCE GRAPHIC			WED.	1,495	10
QUEENS	22,600	F13			
MONTAGUE EASTERN GRAPHIC			WED.	1,799	8
NOVA SCOTIA					
ANTIGONISH	5,900	G15			
PORT HAWKESBURY REPORTER			WED.	836	14
DIGBY	7,600	K 9			
YARMOUTH VANGUARD			TUE.	1,225	16
GUYSBOROUGH	4,000	H15			
PORT HAWKESBURY REPORTER			WED.	895	22
INVERNESS	7,400	F16			
* PORT HAWKESBURY REPORTER			WED.	2,512	34
KINGS	18,800	I11			
* KENTVILLE ADVERTISER			TUE.	8,854	47
RICHMOND	3,800	G17			
PORT HAWKESBURY REPORTER			WED.	1,409	37
YARMOUTH	10,700	L 9			
* YARMOUTH VANGUARD			TUE.	7,316	68
NEW BRUNSWICK					
GLOUCESTER	28,000	B 8			
* BATHURST NORTHERN LIGHT			WED.	7,571	27
MONTREAL ECHOS VEDETTES (F)			SAT.	361	1
KINGS	20,500	H 8			
* SUSSEX KINGS COUNTY RECORD			TUE.	4,167	20
MADAWASKA	12,500	C 3			
MONTREAL ECHOS VEDETTES (F)			SAT.	265	2
NORTHUMBERLAND	18,000	D 7			
* CHATHAM MIRAMICHI WEEKEND			WEEKEND	8,273	46
* DOAKTOWN MIRAMICHI HEADWATERS			TUE.	1,070	6
* NEWCASTLE MIRAMICHI LEADER			WED.	7,541	42
QUEENS	4,800	G 8			
SUSSEX KINGS COUNTY RECORD			TUE.	266	6
RESTIGOUCHE	13,300	B 5			
* DALHOUSIE NEWS			WED.	2,243	17
ST. JOHN	30,300	M14			
SUSSEX KINGS COUNTY RECORD			TUE.	366	1

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WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
WESTMORLAND	41,000	F10			
• SACKVILLE TRIBUNE-POST			WED.	2,990	7
SUSSEX KINGS COUNTY RECORD			TUE.	288	1
QUEBEC					
ABITIBI	35,700	J 3			
• L'ECHO D'AMOS (F)			TUE.	3,622	10
• LA SARRE L'ECHO D'ABITIBI OUEST (F)			TUE.	2,444	7
MONTREAL ECHOS VEDETTES (F)			SAT.	3,568	10
ROUYN LA FRONTIERE (F)			TUE.	1,352	4
• VAL D'OR L'ECHO ABITIBIEN (F)			TUE.	9,213	26
ARGENTEUIL	13,500	O 6			
MONTREAL ECHOS VEDETTES (F)			SAT.	795	6
ARTHABASKA	22,700	O15			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,711	8
• VICTORIAVILLE L'UNION (F)			WED.	9,224	41
BAGOT	10,600	Q12			
MONTREAL ECHOS VEDETTES (F)			SAT.	747	7
LE COURRIER DE SAINT HYACINTHE (F)			WED.	2,733	26
BEAUCE	27,300	N19			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,878	7
BEAUHARNOIS	21,900	R27			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,907	9
BELLECHASSE	7,700	L21			
MONTREAL ECHOS VEDETTES (F)			SAT.	604	8
BERTHIER	13,500	M10			
L'ECHO DE LOUISEVILLE/BERTHIER (F)			WED.	2,801	21
MONTREAL ECHOS VEDETTES (F)			SAT.	1,296	10
BONAVENTURE	13,700	D30			
MONTREAL ECHOS VEDETTES (F)			SAT.	616	4
• NEW CARLISLE SPEC			TUE.	958	7
CHAMBLY	129,500	P30			
MONTREAL ECHOS VEDETTES (F)			SAT.	5,959	5
CHAMPLAIN	47,500	L13			
MONTREAL ECHOS VEDETTES (F)			SAT.	3,343	7
CHARLEVOIX-EST	5,700	G20			
MONTREAL ECHOS VEDETTES (F)			SAT.	574	10
CHARLEVOIX-OUEST	4,700	G19			
MONTREAL ECHOS VEDETTES (F)			SAT.	471	10
CHATEAUGUAY	23,500	S28			
HUNTINGDON GLEANER			WED.	1,253	5
MONTREAL ECHOS VEDETTES (F)			SAT.	1,251	5
CHICOUTIMI	60,600	J 8			
MONTREAL ECHOS VEDETTES (F)			SAT.	3,412	6

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WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
COMPTON	7,400	R17			
MONTREAL ECHOS VEDETTES (F)			SAT.	278	4
DEUX-MONTAGNES	33,600	O26			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,987	6
ST. JEROME L'ECHO DU NORD (F)			WED.	498	1
DORCHESTER	11,000	M20			
MONTREAL ECHOS VEDETTES (F)			SAT.	876	8
DRUMMOND	28,700	P14			
MONTREAL ECHOS VEDETTES (F)			SAT.	2,605	9
FRONTENAC	9,400	Q19			
MONTREAL ECHOS VEDETTES (F)			SAT.	783	8
GASPE-EST	12,900	C31			
MONTREAL ECHOS VEDETTES (F)			SAT.	779	6
NEW CARLISLE SPEC			TUE.	849	7
GASPE-OUEST	5,500	B30			
MATANE LA VOIX GASPESIENNE (F)			WED.	261	5
MONTREAL ECHOS VEDETTES (F)			SAT.	461	8
GATINEAU	21,700	M 4			
MONTREAL ECHOS VEDETTES (F)			SAT.	306	1
HULL	58,300	R 2			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,931	3
HUNTINGDON	6,900	S25			
* HUNTINGDON GLEANER			WED.	2,603	38
IBERVILLE	9,600	R32			
MONTREAL ECHOS VEDETTES (F)			SAT.	695	7
ST. JEAN LE CANADA FRANCAIS (F)			WED.	3,550	37
ILE-DE-MONTREAL	741,000	E12			
* MONTREAL ECHOS VEDETTES (F)			SAT.	32,527	4
ILE-JESUS	121,200	C12			
MONTREAL ECHOS VEDETTES (F)			SAT.	5,654	5
ILES-DE-LA-MADELEINE	4,900	J24			
* CAP AUX MEULES LE RADAR (F)			TUE.	2,210	45
JOLIETTE	26,500	L30			
MONTREAL ECHOS VEDETTES (F)			SAT.	2,482	9
KAMOURASKA	9,500	H21			
MONTREAL ECHOS VEDETTES (F)			SAT.	808	9
LABELLE	13,400	M 4			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,311	10
LAC-ST-JEAN-EST	16,000	J 7			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,132	7
LAC-ST-JEAN-OUEST	20,400	J 6			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,621	8
LAPRAIRIE	44,500	Q30			
MONTREAL ECHOS VEDETTES (F)			SAT.	2,110	5

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L'ASSOMPTION	50,500	N28			
MONTREAL ECHOS VEDETTES (F)			SAT.	3,175	6
LEVIS	40,800	L18			
MONTREAL ECHOS VEDETTES (F)			SAT.	2,386	6
L'ISLET	7,200	I20			
MONTREAL ECHOS VEDETTES (F)			SAT.	662	9
LOTBINIERE	10,500	M16			
MONTREAL ECHOS VEDETTES (F)			SAT.	662	6
MASKINONGE	8,000	L10			
• L'ECHO DE LOUISEVILLE/BERTHIER (F)			WED.	3,546	44
MONTREAL ECHOS VEDETTES (F)			SAT.	880	11
MATANE	10,400	C27			
• MATANE LA VOIX GASPESIENNE (F)			WED.	4,917	47
MONTREAL ECHOS VEDETTES (F)			SAT.	746	7
MATAPEDIA	7,800	D26			
MONTREAL ECHOS VEDETTES (F)			SAT.	498	6
MEGANTIC	19,000	N17			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,477	8
• PLESSISVILLE LA FEUILLE D'ERABLE (F)			TUE.	3,691	19
VICTORIAVILLE L'UNION (F)			WED.	732	4
MISSISQUOI	13,600	T12			
MONTREAL ECHOS VEDETTES (F)			SAT.	837	6
ST. JEAN LE CANADA FRANCAIS (F)			WED.	325	2
MONTCALM	13,400	L28			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,252	9
MONTMAGNY	8,600	K21			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,040	12
MONTMORENCY NO. 1	8,500	H18			
MONTREAL ECHOS VEDETTES (F)			SAT.	539	6
MONTMORENCY NO. 2	2,400	D19			
MONTREAL ECHOS VEDETTES (F)			SAT.	111	5
NAPIERVILLE	5,500	R29			
MONTREAL ECHOS VEDETTES (F)			SAT.	516	9
NICOLET	12,000	N14			
MONTREAL ECHOS VEDETTES (F)			SAT.	871	7
VICTORIAVILLE L'UNION (F)			WED.	281	2
NOUVEAU-QUEBEC	9,800	D 4			
• LA SENTINELLE DE CHIBOUGAMAU-CHAPIS (F)			TUE.	2,644	27
MONTREAL ECHOS VEDETTES (F)			SAT.	727	7
PAPINEAU	16,900	O 4			
MONTREAL ECHOS VEDETTES (F)			SAT.	839	5
PONTIAC	7,500	M 3			
• SHAWVILLE EQUITY			WED.	3,128	42
PORTNEUF	23,600	J15			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,499	6

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QUEBEC	188,900	D17			
MONTREAL ECHOS VEDETTES (F)			SAT.	12,092	6
RICHELIEU	20,200	M32			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,848	9
LE COURRIER DE SAINT HYACINTHE (F)			WED.	293	1
RICHMOND	14,000	Q15			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,007	7
RIMOUSKI	25,800	E24			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,771	7
RIVIERE-DU-LOUP	14,300	G22			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,290	9
ROUVILLE	17,200	Q33			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,073	6
LE COURRIER DE SAINT HYACINTHE (F)			WED.	330	2
SAGUENAY	32,500	F 7			
MONTREAL ECHOS VEDETTES (F)			SAT.	2,773	9
ST-HYACINTHE	23,300	O32			
MONTREAL ECHOS VEDETTES (F)			SAT.	2,234	10
* LE COURRIER DE SAINT HYACINTHE (F)			WED.	8,889	38
ST-JEAN	24,700	R31			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,828	7
* ST. JEAN LE CANADA FRANCAIS (F)			WED.	9,937	40
ST-MAURICE	45,100	L12			
L'ECHO DE LOUISEVILLE/BERTHIER (F)			WED.	666	1
MONTREAL ECHOS VEDETTES (F)			SAT.	3,507	8
SHEFFORD	30,800	R13			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,938	6
SHERBROOKE	50,400	R15			
MONTREAL ECHOS VEDETTES (F)			SAT.	2,242	4
SOULANGES	6,400	R25			
MONTREAL ECHOS VEDETTES (F)			SAT.	497	8
STANSTEAD	15,800	S15			
MONTREAL ECHOS VEDETTES (F)			SAT.	764	5
TEMISCAMINGUE	20,600	K 2			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,687	8
* ROUYN LA FRONTIERE (F)			TUE.	8,168	40
TEMISCOUATA	6,400	G23			
MONTREAL ECHOS VEDETTES (F)			SAT.	465	7
TERREBONNE	93,600	M26			
MONTREAL ECHOS VEDETTES (F)			SAT.	6,907	7
* ST. JEROME L'ECHO DU NORD (F)			WED.	8,728	9
VAUDREUIL	23,500	Q25			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,103	5
VERCHERES	24,900	N31			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,696	7

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WOLFE	5,200	P17			
MONTREAL ECHOS VEDETTES (F)			SAT.	289	6
YAMASKA	5,000	O12			
MONTREAL ECHOS VEDETTES (F)			SAT.	544	11
ONTARIO					
BRUCE	23,200	M14			
* CHESLEY ENTERPRISE			WED.	1,535	7
HANOVER POST			TUE.	800	3
* PORT ELGIN BEACON TIMES			WED.	3,720	16
* WIARTON ECHO			WED.	3,260	14
COCHRANE	33,900	E 6			
* COCHRANE NORTHLAND POST			WED.	2,450	7
* IROQUOIS FALLS ENTERPRISE			WED.	2,461	7
DUFFERIN	13,200	O17			
* ORANGEVILLE BANNER			W, F	6,365	48
ELGIN	27,300	S13			
* AYLMER EXPRESS			WED.	3,618	13
TILLSONBURG NEWS			M, W, F	697	3
ESSEX	119,900	T 8			
* LEAMINGTON POST			TUE.	6,298	5
GREY	29,900	M16			
COLLINGWOOD ENTERPRISE-BULLETIN			W, SAT.	296	1
* DURHAM CHRONICLE			WED.	1,528	5
* HANOVER POST			TUE.	3,741	13
* MARKDALE STANDARD			WED.	1,373	5
* MEAFORD EXPRESS			WED.	2,340	8
HALDIMAND-NORFOLK	35,700	S16			
* DELHI NEWS-RECORD			WED.	3,092	9
* DUNNVILLE CHRONICLE			WED.	2,379	7
TILLSONBURG NEWS			M, W, F	1,076	3
HALIBURTON	5,400	K22			
* HALIBURTON COUNTY ECHO			WED.	3,782	70
HASTINGS	44,000	O25			
* TRENTON TRENTONIAN AND TRI-COUNTY NEWS			M, W, F	6,781	15
KENORA	21,100	C 4			
* DRYDEN OBSERVER			TUE.	5,512	26
KENT	39,800	T11			
* BLENHEIM NEWS-TRIBUNE			WED.	2,930	7
LANARK	19,600	L28			
* ALMONTE GAZETTE			WED.	2,464	13
ARNPRIOR CHRONICLE-GUIDE			WED.	321	2
* CARLETON PLACE CANADIAN			WED.	3,528	18
* PERTH COURIER			WED.	5,254	27
* SMITHS FALLS RECORD NEWS			WED.	3,728	19

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COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
LEEDS & GRENVILLE	32,700	N29			
• GANANOQUE REPORTER			WED.	3,838	12
SMITHS FALLS RECORD NEWS			WED.	696	2
MANITOULIN	3,900	G13			
• LITTLE CURRENT MANITOULIN EXPOSITOR			WED.	2,970	76
MIDDLESEX	141,600	R13			
• STRATHROY AGE DISPATCH			WED.	5,102	4
MUSKOKA	18,600	K20			
• BRACEBRIDGE HERALD-GAZETTE			WED.	4,338	23
• GRAVENHURST NEWS			WED.	2,161	12
• HUNTSVILLE FORESTER			WED.	5,341	29
NORTHUMBERLAND	28,000	O23			
TRENTON TRENTONIAN AND TRI-COUNTY NEWS			M, W, F	903	3
OTTAWA-CARLETON	250,000	K29			
MONTREAL ECHOS VEDETTES (F)			SAT.	592	
ALEXANDRIA GLENGARRY NEWS			WED.	323	
ARNPRIOR CHRONICLE-GUIDE			WED.	779	
• STITTSVILLE NEWS			WED.	3,732	1
OXFORD	33,800	R15			
DELHI NEWS-RECORD			WED.	374	1
• TILLSONBURG NEWS			M, W, F	3,902	12
PEEL	224,500	K 6			
ORANGEVILLE BANNER			W, F	567	
PRESCOTT & RUSSELL	22,100	K32			
MONTREAL ECHOS VEDETTES (F)			SAT.	459	2
ALEXANDRIA GLENGARRY NEWS			WED.	479	2
PRINCE EDWARD	9,100	P25			
TRENTON TRENTONIAN AND TRI-COUNTY NEWS			M, W, F	423	5
RAINY RIVER	8,200	F 2			
• ATIKOKAN PROGRESS			WED.	1,638	20
• FORT FRANCES TIMES			WED.	5,299	65
RENFREW	33,500	J26			
• ARNPRIOR CHRONICLE-GUIDE			WED.	4,079	12
• RENFREW MERCURY			WED.	4,953	15
SIMCOE	103,700	M19			
• ALLISTON HERALD			WED.	5,418	5
• COLLINGWOOD ENTERPRISE-BULLETIN			W, SAT.	5,272	5
• MIDLAND FREE PRESS			W, F	6,682	6
STOR. , DUN. & GLEN.	39,500	L32			
• ALEXANDRIA GLENGARRY NEWS			WED.	6,126	16
SUDBURY RM	59,100	D16			
LITTLE CURRENT MANITOULIN EXPOSITOR			WED.	552	1
SUDBURY DISTRICT	8,600	C16			
LITTLE CURRENT MANITOULIN EXPOSITOR			WED.	250	3
TIMISKAMING	14,900	F 7			
MONTREAL ECHOS VEDETTES (F)			SAT.	363	2

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TORONTO	811,900	K 8			
LITTLE CURRENT MANITOULIN EXPOSITOR			WED.	253	
VICTORIA	24,200	M21			
HALIBURTON COUNTY ECHO			WED.	258	1

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WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
MANITOBA					
CEN. DIV. 01	6,300	Q13			
STEINBACH CARILLON			WED.	1,096	17
CEN. DIV. 02	14,000	R11			
• STEINBACH CARILLON			WED.	7,868	56
CEN. DIV. 03	13,200	S 9			
STEINBACH CARILLON			WED.	695	5
CEN. DIV. 08	5,300	P 7			
VIRDEN EMPIRE ADVANCE			WED.	2,405	45
CEN. DIV. 11	237,800	G11			
STEINBACH CARILLON			WED.	1,232	1
CEN. DIV. 12	5,700	Q11			
STEINBACH CARILLON			WED.	371	7
CEN. DIV. 16	4,400	M 2			
YORKTON ENTERPRISE			M, W	282	6
SASKATCHEWAN					
CEN. DIV. 01	11,800	S14			
• CARLYLE OBSERVER			TUE.	1,578	13
• ESTEVAN MERCURY			WED.	4,112	35
MOOSOMIN WORLD SPECTATOR			WED.	513	4
• REDVERS OPTIMIST			TUE.	1,116	9
CEN. DIV. 02	9,300	S10			
• BENGOUGH CROSS-COUNTRY CONNECTION			MON.	666	7
ESTEVAN MERCURY			WED.	293	3
• RADVILLE STAR			WED.	726	8
• WEYBURN REVIEW			TUE.	5,031	54
CEN. DIV. 03	6,900	S 7			
• ASSINIBOIA TIMES			TUE.	2,735	40
CEN. DIV. 04	4,900	R 3			
• MAPLE CREEK NEWS			TUE.	1,551	32
SWIFT CURRENT SUN			M, W	370	8
CEN. DIV. 05	14,200	P14			
INDIAN HEAD WOLSELY NEWS			TUE.	449	3
• LANGENBURG FOUR-TOWN JOURNAL			WED.	1,665	12
• MELVILLE ADVANCE			WED.	3,122	22
• MOOSOMIN WORLD SPECTATOR			WED.	2,289	16
• WHITEWOOD HERALD			MON.	790	6
YORKTON ENTERPRISE			M, W	1,686	12
CEN. DIV. 06	80,200	P10			
BENGOUGH CROSS-COUNTRY CONNECTION			MON.	253	
• INDIAN HEAD WOLSELY NEWS			TUE.	1,508	2
MELVILLE ADVANCE			WED.	280	
NOKOMIS LAST MOUNTAIN TIMES			MON.	591	1
WEYBURN REVIEW			TUE.	403	1

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CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 07	18,700	P 7			
ASSINIBOIA TIMES			TUE.	436	2
OUTLOOK OUTLOOK			MON.	357	2
SWIFT CURRENT SUN			M, W	269	1
CEN. DIV. 08	12,600	O 3			
KINDERSLEY CLARION			WED.	357	3
* LEADER NEWS			WED.	880	7
MAPLE CREEK NEWS			TUE.	407	3
* SWIFT CURRENT SUN			M, W	3,650	29
CEN. DIV. 09	16,100	M13			
* CANORA COURIER			WED.	2,215	14
FOAM LAKE REVIEW			MON.	306	2
* KAMSACK TIMES			THUR.	1,750	11
* NORQUAY NORTH STAR			THUR.	808	5
* PREECEVILLE PROGRESS			THUR.	1,474	9
WADENA NEWS			THUR.	336	2
* YORKTON ENTERPRISE			M, W	5,492	34
CEN. DIV. 10	8,400	M11			
* FOAM LAKE REVIEW			MON.	1,126	13
* ITUNA NEWS			MON.	768	9
ROSE VALLEY VIEW FROM HERE			TUE.	264	3
* SEMANS HI-WAY 15 GAZETTE			MON.	988	12
* WADENA NEWS			THUR.	1,692	20
* WYNYARD ADVANCE			MON.	1,458	17
YORKTON ENTERPRISE			M, W	950	11
CEN. DIV. 11	82,500	M 8			
* DAVIDSON LEADER			MON.	1,893	2
HUMBOLDT JOURNAL			WED.	323	
* NOKOMIS LAST MOUNTAIN TIMES			MON.	768	1
* OUTLOOK OUTLOOK			MON.	1,410	2
ROSTHERN SASKATCHEWAN VALLEY NEWS			THUR.	1,039	1
* WATROUS MANITOU			MON.	1,717	2
CEN. DIV. 12	8,800	M 5			
NORTH BATTLEFORD NEWS-OPTIMIST			W, SUN.	620	7
NORTH BATTLEFORD NEWS-OPTIMIST			W, SUN.	629	7
OUTLOOK OUTLOOK			MON.	569	6
CEN. DIV. 13	8,900	L 2			
* CUT KNIFE HIGHWAY 40 COURIER			WED.	432	5
* KERROBERT CITIZEN			WED.	521	6
* KINDERSLEY CLARION			WED.	2,587	29
* UNITY NORTHWEST HERALD			THUR.	1,770	20
* WILKIE PRESS			WED.	692	8
CEN. DIV. 14	15,900	J12			
* HUDSON BAY POST-REVIEW			WED.	2,357	15
* KELVINGTON RADIO			THUR.	754	5
* NIPAWIN JOURNAL			WED.	3,977	25
* ROSE VALLEY VIEW FROM HERE			TUE.	767	5
* TISDALE RECORDER			MON.	2,326	15
WADENA NEWS			THUR.	656	4
* WATSON NAICAM NEWS			MON.	619	4
YORKTON ENTERPRISE			M, W	696	4

*Denotes Newspaper Published Within Census Division

WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 15	28,100	J 8			
* HUMBOLDT JOURNAL			WED.	2,942	10
* ROSTHERN SASKATCHEWAN VALLEY NEWS			THUR.	1,732	6
CEN. DIV. 16	13,700	I 6			
* NORTH BATTLEFORD NEWS-OPTIMIST			W, SUN.	2,798	20
* NORTH BATTLEFORD NEWS-OPTIMIST			W, SUN.	2,841	21
* SHELLBROOK CHRONICLE			TUE.	1,978	14
* SPIRITWOOD HERALD			WED.	808	6
CEN. DIV. 17	12,100	H 3			
* MEADOW LAKE PROGRESS			TUE.	2,362	20
NORTH BATTLEFORD NEWS-OPTIMIST			W, SUN.	411	3
NORTH BATTLEFORD NEWS-OPTIMIST			W, SUN.	404	3
CEN. DIV. 18	6,400	C 3			
* LA RONGE NORTHERNER			WED.	1,575	25
ALBERTA					
CEN. DIV. 01	22,300	R14			
MAPLE CREEK NEWS			TUE.	278	1
CEN. DIV. 02	45,600	Q12			
* RAYMOND REVIEW			TUE.	1,741	4
CEN. DIV. 03	10,400	R 9			
* CARDSTON CHONICLE			TUE.	1,756	17
* FORT MACLEOD GAZETTE			WED.	1,346	13
CEN. DIV. 05	13,300	O10			
* THREE HILLS CAPITAL			WED.	2,763	21
CEN. DIV. 06	302,200	N 9			
* HIGH RIVER TIMES			TUE.	2,834	1
THREE HILLS CAPITAL			WED.	405	
CEN. DIV. 07	14,200	K13			
* CORONATION REVIEW			TUE.	1,014	7
* SEDGEWICK COMMUNITY PRESS			TUE.	3,057	22
* STETTLER INDEPENDENT			WED.	4,060	29
* WAINWRIGHT STAR CHRONICLE			TUE.	2,556	18
CEN. DIV. 08	46,300	K 9			
* ECKVILLE EXAMINER			TUE.	601	1
* LACOMBE GLOBE			WED.	3,401	7
* RIMBEY RECORD			TUE.	1,953	4
ROCKY MOUNTAIN HOUSE MOUNTAINEER			WED.	357	1
* SYLVAN LAKE NEWS			TUE.	867	2
CEN. DIV. 09	5,600	L 6			
* ROCKY MOUNTAIN HOUSE MOUNTAINEER			WED.	3,935	70
CEN. DIV. 17	14,800	C 3			
FAIRVIEW POST			TUE.	711	5
* FORT VERMILION NORTHERN PIONEER			WED.	762	5
* HIGH LEVEL ECHO			WED.	1,490	10
* MANNING BANNER POST			WED.	854	6

*Denotes Newspaper Published Within Census Division

WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 19	25,900	E 2			
* BEAVERLODGE ADVERTISER			WED.	1,652	6
* FAIRVIEW POST			TUE.	2,402	9
* GRIMSHAW MILE ZERO NEWS			WED.	833	3
* RYCROFT SIGNAL			TUE.	2,085	8

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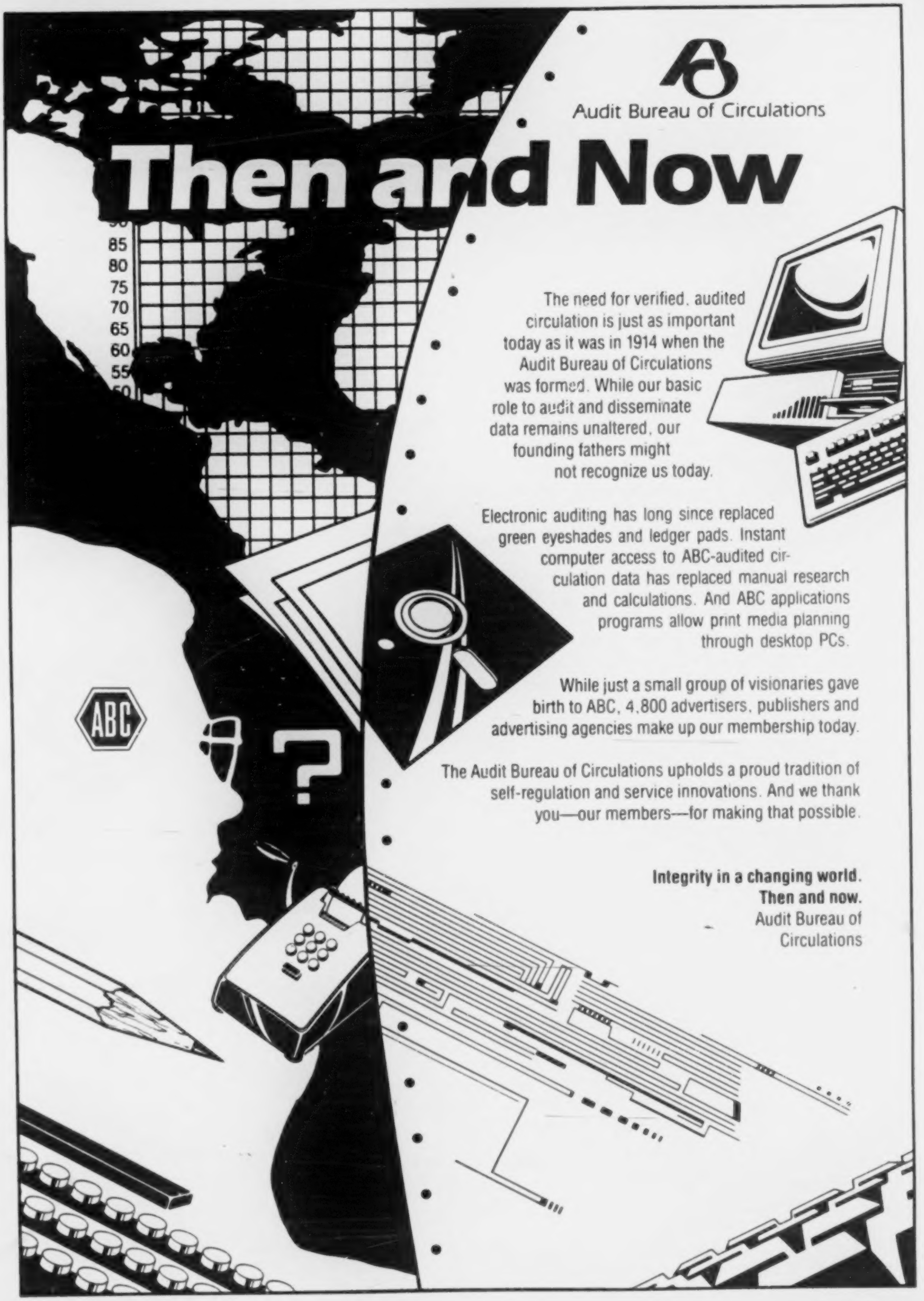
*Denotes Newspaper Published Within Census Division

WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY REGIONAL DISTRICT

REGIONAL DISTRICT PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
BRITISH COLUMBIA					
CAPITAL	125,500	O 6			
RICHMOND BUY AND SELL PRESS			THUR.	1,477	1
CEN. FRAZER VALLEY	29,600	N 9			
RICHMOND BUY AND SELL PRESS			THUR.	1,113	4
CENTRAL KOOTENAY	20,600	L16			
* CASTLEGAR NEWS			W, SUN.	3,887	19
* CASTLEGAR NEWS			W, SUN.	3,812	19
* CRESTON VALLEY ADVANCE			M, TH	3,423	17
CENTRAL OKANAGAN	44,100	L13			
RICHMOND BUY AND SELL PRESS			THUR.	316	1
COMOX-STRATHCONA	32,000	L 4			
* CAMPBELL RIVER COURIER			THUR.	7,882	25
* CAMPBELL RIVER UPPER ISLANDER			TUE.	6,311	20
* COURTENAY COMOX DISTRICT FREE PRESS			W, F	9,942	31
PORT HARDY NORTH ISLAND GAZETTE			WED.	2,653	8
RICHMOND BUY AND SELL PRESS			THUR.	312	1
COWICHAN VALLEY	23,400	N 6			
RICHMOND BUY AND SELL PRESS			THUR.	299	1
DEWDNEY-ALOUETTE	31,200	M 8			
RICHMOND BUY AND SELL PRESS			THUR.	1,678	5
FRASER-CHEAM	26,900	M10			
RICHMOND BUY AND SELL PRESS			THUR.	876	3
GREATER VANCOUVER	598,400	D11			
* RICHMOND BUY AND SELL PRESS			THUR.	33,307	6
NANAIMO	39,900	M 6			
RICHMOND BUY AND SELL PRESS			THUR.	475	1
POWELL RIVER	7,600	K 6			
* POWELL RIVER NEWS			WED.	5,163	58
SQUAMISH-LILLOOET	8,700	K 8			
RICHMOND BUY AND SELL PRESS			THUR.	390	4
SUNSHINE COAST	8,700	L 7			
RICHMOND BUY AND SELL PRESS			THUR.	278	3
THOMPSON-NICOLA	37,800	J11			
RICHMOND BUY AND SELL PRESS			THUR.	383	1

*Denotes Newspaper Published Within Regional District



The need for verified, audited circulation is just as important today as it was in 1914 when the Audit Bureau of Circulations was formed. While our basic role to audit and disseminate data remains unaltered, our founding fathers might not recognize us today.

Electronic auditing has long since replaced green eyeshades and ledger pads. Instant computer access to ABC-audited circulation data has replaced manual research and calculations. And ABC applications programs allow print media planning through desktop PCs.

While just a small group of visionaries gave birth to ABC, 4,800 advertisers, publishers and advertising agencies make up our membership today.

The Audit Bureau of Circulations upholds a proud tradition of self-regulation and service innovations. And we thank you—our members—for making that possible.

Integrity in a changing world.
Then and now.
Audit Bureau of
Circulations

Part II

SECTION C

Weekly Newspaper Circulation
By Province & City

Circulation of each ABC weekly newspaper member is reported in alphabetical sequence by province and city. Separate columns identify home county or census division, frequency of publication and total average paid circulation.

CIRCULATION OF WEEKLY NEWSPAPERS BY PROVINCE AND CITY

PROVINCE CITY/PUBLICATION NAME	COUNTY (CENSUS DIV.)	FREQUENCY	TOTAL PAID CIRCULATION
PRINCE EDWARD ISLAND			
ALBERTON WEST PRINCE GRAPHIC	PRINCE	WED.	1,717
MONTAGUE EASTERN GRAPHIC	KINGS	WED.	6,108
TOTAL ABC WEEKLY NEWSPAPER CIRCULATION IN PROVINCE			7,825
NOVA SCOTIA			
KENTVILLE ADVERTISER	KINGS	TUE.	9,829
PORT HAWKESBURY REPORTER	INVERNESS	WED.	5,862
YARMOUTH VANGUARD	YARMOUTH	TUE.	9,199
TOTAL ABC WEEKLY NEWSPAPER CIRCULATION IN PROVINCE			24,890
NEW BRUNSWICK			
BATHURST NORTHERN LIGHT	GLOUCESTER	WED.	8,298
CHATHAM MIRAMICHI WEEKEND	NORTHUMBERLAND	WEEKEND	8,615
DALHOUSIE NEWS	RESTIGOUCHE	WED.	2,534
DOAKTOWN MIRAMICHI HEADWATERS	NORTHUMBERLAND	TUE.	1,355
NEWCASTLE MIRAMICHI LEADER	NORTHUMBERLAND	WED.	8,615
SACKVILLE TRIBUNE POST	WESTMORLAND	WED.	3,712
SUSSEX KINGS COUNTY RECORD	KINGS	TUE.	5,518
TOTAL ABC WEEKLY NEWSPAPER CIRCULATION IN PROVINCE			38,647
QUEBEC			
L'ECHO D'AMOS (F)	ABITIBI	TUE.	3,955
CAP AUX MEULES LE RADAR (F)	ILES-DE-LA-MADELEINE	TUE.	2,529
SENTINELLE CHIBOUGAMAU-CHAPIS (F)	NOUVEAU-QUEBEC	TUE.	2,716
HUNTINGDON GLEANER	HUNTINGDON	WED.	4,550
LA SARRE L'ECHO D'ABITIBI OUEST (F)	ABITIBI	TUE.	2,667
L'ECHO DE LOUISEVILLE/BERTHIER (F)	MASKINONGE	WED.	7,280
MATANE LA VOIX GASPESIENNE (F)	MATANE	WED.	5,679
MONTREAL ECHOS VEDETTES (F)	ILE-DE-MONTREAL	SAT.	157,196
NEW CARLISLE SPEC	BONAVENTURE	TUE.	3,191
PLESSISSVILLE LA FEUILLE D'ERABLE (F)	MEGANTIC	TUE.	4,438
ROUYN LA FRONTIERE (F)	TEMISCAMINGUE	TUE.	9,742
SHAWVILLE EQUITY	PONTIAC	WED.	4,442
LE COURRIER DE SAINT HYACINTHE (F)	ST-HYACINTHE	WED.	12,847
ST. JEAN LE CANADA FRANCAIS (F)	ST-JEAN	WED.	15,286
ST. JEROME L'ECHO DU NORD (F)	TERREBONNE	WED.	9,542
VAL D'OR L'ECHO ABITIBIEN (F)	ABITIBI	TUE.	10,138
VICTORIAVILLE L'UNION (F)	ARTHABASKA	WED.	11,019
TOTAL ABC WEEKLY NEWSPAPER CIRCULATION IN PROVINCE			267,217

CIRCULATION OF WEEKLY NEWSPAPERS BY PROVINCE AND CITY

PROVINCE CITY/PUBLICATION NAME	COUNTY (CENSUS DIV.)	FREQUENCY	TOTAL PAID CIRCULATION
ONTARIO			
ALEXANDRIA GLENGARRY NEWS	STOR. , DUN. & GLEN.	WED.	7,948
ALLISTON HERALD	SIMCOE	WED.	5,617
ALMONTE GAZETTE	LANARK	WED.	3,004
ARNPRIOR CHRONICLE-GUIDE	RENFREW	WED.	5,453
ATIKOKAN PROGRESS	RAINY RIVER	WED.	2,012
AYLMER EXPRESS	ELGIN	WED.	4,091
BLENHEIM NEWS TRIBUNE	KENT	WED.	2,919
BRACEBRIDGE HERALD-GAZETTE	MUSKOKA	WED.	5,157
CARLETON PLACE CANADIAN	LANARK	WED.	4,042
CHESLEY ENTERPRISE	BRUCE	WED.	1,979
COCHRANE NORTHLAND POST	COCHRANE	WED.	2,889
COLLINGWOOD BULLETIN	SIMCOE	W, SAT.	5,904
DELHI NEWS-RECORD	HALDIMAND-NORFOLK	WED.	3,863
DRYDEN OBSERVER	KENORA	TUE.	6,248
DUNNVILLE CHRONICLE	HALDIMAND-NORFOLK	WED.	2,646
DURHAM CHRONICLE	GREY	WED.	2,003
FORT FRANCES TIMES	RAINY RIVER	WED.	6,526
GANANOQUE REPORTER	LEEDS & GRENVILLE	WED.	4,287
GRAVENHURST NEWS	MUSKOKA	WED.	2,458
HANOVER POST	GREY	TUE.	4,810
HUNTSVILLE FORESTER	MUSKOKA	WED.	6,309
IROQUOIS FALLS ENTERPRISE	COCHRANE	WED.	2,867
LEAMINGTON POST	ESSEX	TUE.	6,463
LITTLE CURRENT MANITOULIN EXPOSITOR	MANITOULIN	WED.	5,540
MARKDALE STANDARD	GREY	WED.	1,617
MEAFORD EXPRESS	GREY	WED.	2,882
MIDLAND FREE PRESS	SIMCOE	W, F	6,875
ORANGEVILLE BANNER	DUFFERIN	W, F	7,188
PERTH COURIER	LANARK	WED.	6,393
PORT ELGIN BEACON TIMES	BRUCE	WED.	4,144
RENFREW MERCURY	RENFREW	WED.	6,127
SMITHS FALLS RECORD NEWS	LANARK	WED.	4,871
STITTSVILLE NEWS	OTTAWA-CARLETON	WED.	3,933
STRATHROY AGE DISPATCH	MIDDLESEX	WED.	5,391
TILLSONBURG NEWS	OXFORD	M, W, F	5,868
TRENTON TRENTONIAN-TRI COUNTY NEWS	HASTINGS	M, W, F	8,206
WIARTON ECHO	BRUCE	WED.	4,257
TOTAL ABC WEEKLY NEWSPAPER CIRCULATION IN PROVINCE			172,787
MANITOBA			
STEINBACH CARILLON	CEN. DIV. 02	WED.	12,259
VIRDEN EMPIRE ADVANCE	CEN. DIV. 06	WED.	3,560
TOTAL ABC WEEKLY NEWSPAPER CIRCULATION IN PROVINCE			15,819

CIRCULATION OF WEEKLY NEWSPAPERS BY PROVINCE AND CITY

PROVINCE CITY/PUBLICATION NAME	COUNTY (CENSUS DIV.)	FREQUENCY	TOTAL PAID CIRCULATION
SASKATCHEWAN			
ASSINIBOIA TIMES	CEN. DIV. 03	TUE.	5,140
BENGOUGH CROSS-COUNTRY CONNECTION	CEN. DIV. 02	MON.	1,143
CANORA COURIER	CEN. DIV. 09	WED.	2,707
CARLYLE OBSERVER	CEN. DIV. 01	TUE.	2,103
CUT KNIFE HIGHWAY 40 COURIER	CEN. DIV. 13	WED.	766
DAVIDSON LEADER	CEN. DIV. 11	MON.	1,894
ESTEVAN MERCURY	CEN. DIV. 01	WED.	4,971
FOAM LAKE REVIEW	CEN. DIV. 10	MON.	2,158
HUDSON BAY POST REVIEW	CEN. DIV. 14	WED.	2,720
HUMBOLDT JOURNAL	CEN. DIV. 15	WED.	4,257
INDIAN HEAD-WOLSELY NEWS	CEN. DIV. 06	TUE.	2,492
ITUNA NEWS	CEN. DIV. 10	MON.	1,220
KAMSACK TIMES	CEN. DIV. 09	THUR.	2,101
KELVINGTON RADIO	CEN. DIV. 14	THUR.	1,404
KERROBERT CITIZEN	CEN. DIV. 13	WED.	706
KINDERSLEY CLARION	CEN. DIV. 13	WED.	3,383
LA RONGE NORTHERNER	CEN. DIV. 18	WED.	2,211
LANGENBURG FOUR-TOWN JOURNAL	CEN. DIV. 05	WED.	2,201
LANIGAN ADVISOR	CEN. DIV. 11	MON.	325
LEADER NEWS	CEN. DIV. 08	WED.	1,214
MAPLE CREEK NEWS	CEN. DIV. 04	TUE.	2,788
MEADOW LAKE PROGRESS	CEN. DIV. 17	TUE.	3,249
MELVILLE ADVANCE	CEN. DIV. 05	WED.	4,005
MOOSOMIN WORLD-SPECTATOR	CEN. DIV. 05	WED.	3,838
NIPAWIN JOURNAL	CEN. DIV. 14	WED.	4,940
NOKOMIS LAST MOUNTAIN TIMES	CEN. DIV. 11	MON.	1,890
NORQUAY NORTH STAR	CEN. DIV. 09	THUR.	1,015
NORTH BATTLEFORD NEWS-OPTIMIST	CEN. DIV. 16	W, SUN.	4,378
OUTLOOK THE OUTLOOK	CEN. DIV. 11	MON.	3,121
PREECEVILLE PROGRESS	CEN. DIV. 09	THUR.	1,806
RADVILLE STAR	CEN. DIV. 02	WED.	1,117
REDVERS OPTIMIST	CEN. DIV. 01	TUE.	1,865
ROSE VALLEY VIEW FROM HERE	CEN. DIV. 14	TUE.	1,268
ROSTHERN SASKATCHEWAN VALLEY NEWS	CEN. DIV. 15	THUR.	4,018
SEMANS HIWAY 15 GAZETTE	CEN. DIV. 10	MON.	1,235
SHELLBROOK CHRONICLE	CEN. DIV. 16	TUE.	2,902
SPIRITWOOD HERALD	CEN. DIV. 16	WED.	1,111
SWIFT CURRENT SUN	CEN. DIV. 08	M, W	4,774
TISDALE RECORDER	CEN. DIV. 14	MON.	2,798
UNITY NORTHWEST HERALD	CEN. DIV. 13	THUR.	2,169
WADENA NEWS	CEN. DIV. 10	THUR.	4,598
WATROUS MANITOU	CEN. DIV. 11	MON.	2,322
WATSON NAICAM NEWS	CEN. DIV. 14	MON.	932
WEYBURN REVIEW	CEN. DIV. 02	TUE.	6,533
WHITEWOOD HERALD	CEN. DIV. 05	MON.	1,019
WILKIE PRESS	CEN. DIV. 13	WED.	915
WYNYARD ADVANCE	CEN. DIV. 10	MON.	2,189
YORKTON THIS WEEK & ENTERPRISE	CEN. DIV. 09	M, W	8,999
TOTAL ABC WEEKLY NEWSPAPER CIRCULATION IN PROVINCE			126,910

CIRCULATION OF WEEKLY NEWSPAPERS BY PROVINCE AND CITY

PROVINCE CITY/PUBLICATION NAME	COUNTY (CENSUS DIV.)	FREQUENCY	TOTAL PAID CIRCULATION
ALBERTA			
BEAVERLODGE ADVERTISER	CEN. DIV. 19	WED.	1,849
CARDSTON CHONICLE	CEN. DIV. 03	TUE.	1,854
CORONATION REVIEW	CEN. DIV. 07	TUE.	1,364
ECKVILLE EXAMINER	CEN. DIV. 08	TUE.	728
FAIRVIEW POST	CEN. DIV. 19	TUE.	3,471
FORT MACLEOD GAZETTE	CEN. DIV. 03	WED.	1,716
FORT VERMILION NORTHERN PIONEER	CEN. DIV. 17	WED.	847
GRIMSHAW MILE ZERO NEWS	CEN. DIV. 19	WED.	1,076
HIGH LEVEL ECHO	CEN. DIV. 17	WED.	1,660
HIGH RIVER TIMES	CEN. DIV. 06	TUE.	3,211
LACOMBE GLOBE	CEN. DIV. 08	WED.	3,626
MANNING BANNER POST	CEN. DIV. 17	WED.	1,188
RAYMOND REVIEW	CEN. DIV. 02	TUE.	1,894
RIMBEY RECORD	CEN. DIV. 08	TUE.	2,227
ROCKY MOUNTAIN HOUSE MOUNTAINEER	CEN. DIV. 09	WED.	4,731
RYCROFT CENTRAL PEACE SIGNAL	CEN. DIV. 19	TUE.	2,323
SEDGEWICK COMMUNITY PRESS	CEN. DIV. 07	TUE.	3,539
STETTLER INDEPENDENT	CEN. DIV. 07	WED.	4,925
SYLVAN LAKE NEWS	CEN. DIV. 08	TUE.	957
THREE HILLS CAPITAL	CEN. DIV. 05	WED.	3,808
WAINWRIGHT STAR CHRONICLE	CEN. DIV. 07	TUE.	2,854
TOTAL ABC WEEKLY NEWSPAPER CIRCULATION IN PROVINCE			49,848
BRITISH COLUMBIA			
CAMPBELL RIVER COURIER	COMOX-STRATHCONA	THUR.	8,015
CAMPBELL RIVER UPPER ISLANDER	COMOX-STRATHCONA	TUE.	6,651
CASTLEGAR NEWS	CENTRAL KOOTENAY	W, SAT.	3,894
COURTENAY COMOX DISTRICT FREE PRESS	COMOX-STRATHCONA	W, F	10,215
CRESTON VALLEY ADVANCE	CENTRAL KOOTENAY	M, TH	3,830
PORT HARDY NORTH ISLAND GAZETTE	MOUNT WADDINGTON	WED.	2,947
POWELL RIVER NEWS	POWELL RIVER	WED.	5,369
RICHMOND BUY & SELL PRESS	GREATER VANCOUVER	THUR.	42,909
TOTAL ABC WEEKLY NEWSPAPER CIRCULATION IN PROVINCE			83,830

Users' Guide to Part III

DAILY & WEEKLY NEWSPAPER ANALYSIS

Part III of the ABC Canadian Newspaper FACTBOOK provides analyses of County and Census Division Circulation & Coverage for both daily and weekly ABC-member newspapers within the same listings. For easy reference, the section is printed on the same color paper as the corresponding sections in Parts I and II.

As in Parts I and II, occupied households for Counties (Census Divisions) are 1991 estimates. Map reference coordinates used in this book relate to the provincial maps located at the back of this volume.

SECTION A - Daily & Weekly Newspaper County and Census Division Circulation & Coverage

These alphabetical and numeric listings of counties or census divisions by province report the circulation and circulation/occupied household ratio of all daily and weekly newspaper members having circulation of at least 250 copies or a 5 percent circulation/occupied household ratio.

Part III

SECTION A

Daily & Weekly Newspaper Circulation & Coverage Analysis By County, Census Division, Regional District or Territory

These alphabetical and numeric listings of counties or census divisions by province report the circulation and circulation/occupied household ratio of all daily and weekly newspaper members having circulation of at least 250 copies or a 5 percent circulation/occupied household ratio. An asterisk denotes that the newspaper is published within the county.

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
NEWFOUNDLAND					
CEN. DIV. 01	73,900	R13			
* ST. JOHN'S EVENING TELEGRAM			EVE	35,592	48
* ST. JOHN'S EVENING TELEGRAM			WEEKEND	47,619	64
* ST. JOHN'S EVENING TELEGRAM			SUNDAY	32,278	44
CEN. DIV. 02	8,700	R10			
ST. JOHN'S EVENING TELEGRAM			WEEKEND	1,937	22
ST. JOHN'S EVENING TELEGRAM			SUNDAY	650	7
CEN. DIV. 03	7,200	P 7			
CEN. DIV. 04	8,200	O 3			
CORNER BROOK WESTERN STAR			EVE	2,323	28
CEN. DIV. 05	14,000	M 5			
* CORNER BROOK WESTERN STAR			EVE	7,809	56
ST. JOHN'S EVENING TELEGRAM			WEEKEND	276	2
CEN. DIV. 06	12,800	N 8			
ST. JOHN'S EVENING TELEGRAM			EVE	1,493	12
ST. JOHN'S EVENING TELEGRAM			WEEKEND	2,878	22
ST. JOHN'S EVENING TELEGRAM			SUNDAY	1,474	12
CEN. DIV. 07	13,300	N11			
ST. JOHN'S EVENING TELEGRAM			EVE	883	7
ST. JOHN'S EVENING TELEGRAM			WEEKEND	2,980	22
ST. JOHN'S EVENING TELEGRAM			SUNDAY	1,123	8
CEN. DIV. 08	15,700	L 7			
CORNER BROOK WESTERN STAR			EVE	391	2
ST. JOHN'S EVENING TELEGRAM			WEEKEND	497	3
CEN. DIV. 09	7,100	I 6			
CORNER BROOK WESTERN STAR			EVE	370	5
CEN. DIV. 10	8,100	E 4			
ST. JOHN'S EVENING TELEGRAM			EVE	298	4
ST. JOHN'S EVENING TELEGRAM			WEEKEND	529	7
ST. JOHN'S EVENING TELEGRAM			SUNDAY	288	4

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*Denotes Newspaper Published Within Census Division

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
PRINCE EDWARD ISLAND					
KINGS	6,400	F14			
CHARLOTTETOWN GUARDIAN, EVENING PATRIOT			MORN/EVE	3,519	55
CHARLOTTETOWN GUARDIAN, EVENING PATRIOT			MORN	3,304	52
* MONTAGUE EASTERN GRAPHIC			WED.	3,911	61
PRINCE	14,600	D11			
* ALBERTON WEST PRINCE GRAPHIC			WED.	1,495	10
CHARLOTTETOWN GUARDIAN, EVENING PATRIOT			MORN/EVE	2,303	16
CHARLOTTETOWN GUARDIAN, EVENING PATRIOT			MORN	2,297	16
* SUMMERSIDE JOURNAL-PIONEER			EVE	9,729	67
QUEENS	22,600	F13			
* CHARLOTTETOWN GUARDIAN, EVENING PATRIOT			MORN/EVE	18,339	81
* CHARLOTTETOWN GUARDIAN, EVENING PATRIOT			EVE	4,676	21
* CHARLOTTETOWN GUARDIAN, EVENING PATRIOT			MORN	13,663	60
MONTAGUE EASTERN GRAPHIC			WED.	1,799	8
SUMMERSIDE JOURNAL-PIONEER			EVE	787	3
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	543	2
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	543	2
NOVA SCOTIA					
ANNAPOLIS	8,400	J10			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	3,250	39
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	3,244	39
HALIFAX DAILY NEWS			SUNDAY	288	3
ANTIGONISH	5,900	G15			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	3,342	57
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	3,337	57
HALIFAX DAILY NEWS			SUNDAY	397	7
PORT HAWKESBURY REPORTER			WED.	836	14
CAPE BRETON	40,000	F18			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	4,741	12
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	4,738	12
HALIFAX DAILY NEWS			MORN	469	1
HALIFAX DAILY NEWS			SUNDAY	1,239	3
* SYDNEY CAPE BRETON POST			MORN	28,846	72
COLCHESTER	17,300	H13			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	6,927	40
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	6,876	40
HALIFAX DAILY NEWS			MORN	409	2
HALIFAX DAILY NEWS			SUNDAY	929	5
* TRURO DAILY NEWS			EVE	8,277	48
* TRURO DAILY NEWS			SATURDAY	9,756	56
CUMBERLAND	12,700	H11			
* AMHERST DAILY NEWS			MORN	3,738	29
* AMHERST DAILY NEWS			SUNDAY	5,472	43
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	4,647	37
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	4,643	37
MONCTON TIMES-TRANSCRIPT			SATURDAY	425	3

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COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
NOVA SCOTIA (cont.)					
DIGBY	7,600	K 9			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	2,807	37
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	2,805	37
YARMOUTH VANGUARD			TUE.	1,225	16
GUYSBOROUGH	4,000	H15			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	1,647	41
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	1,644	41
PORT HAWKESBURY REPORTER			WED.	895	22
HALIFAX	117,800	I14			
* HALIFAX CHRONICLE-HERALD, MAIL-STAR			EVE	51,931	44
* HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	19,606	17
* HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	71,537	61
* HALIFAX DAILY NEWS			MORN	21,952	19
* HALIFAX DAILY NEWS			SUNDAY	29,831	25
MONTREAL GAZETTE			SATURDAY	385	
HANTS	12,700	I12			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	7,768	61
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	6,362	50
HALIFAX CHRONICLE-HERALD, MAIL-STAR			EVE	1,406	11
HALIFAX DAILY NEWS			MORN	331	3
HALIFAX DAILY NEWS			SUNDAY	561	4
INVERNESS	7,400	F16			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	3,469	47
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	3,467	47
* PORT HAWKESBURY REPORTER			WED.	2,512	34
SYDNEY CAPE BRETON POST			MORN	914	12
KINGS	18,800	I11			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	8,060	43
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	8,024	43
HALIFAX DAILY NEWS			MORN	535	3
HALIFAX DAILY NEWS			SUNDAY	1,149	6
* KENTVILLE ADVERTISER			TUE.	8,854	47
LUNENBERG	17,400	J11			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	6,632	38
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	6,552	38
HALIFAX DAILY NEWS			MORN	329	2
HALIFAX DAILY NEWS			SUNDAY	714	4
PICTOU	17,300	H14			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	5,105	30
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	5,113	30
HALIFAX DAILY NEWS			MORN	331	2
HALIFAX DAILY NEWS			SUNDAY	637	4
* NEW GLASGOW EVENING NEWS			EVE	10,797	62
QUEENS	4,900	K10			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	1,909	39
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	1,907	39
RICHMOND	3,800	G17			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	1,391	37
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	1,389	37
PORT HAWKESBURY REPORTER			WED.	1,409	37
SYDNEY CAPE BRETON POST			MORN	377	10

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NOVA SCOTIA (cont.)					
SHELBURNE	6,400	L10			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	1,950	30
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	1,945	30
VICTORIA	2,900	E17			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	816	28
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	816	28
SYDNEY CAPE BRETON POST			MORN	892	31
YARMOUTH	10,700	L 9			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	3,516	33
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	3,518	33
• YARMOUTH VANGUARD			TUE.	7,316	68
NEW BRUNSWICK					
ALBERT	8,100	G10			
MONCTON TIMES-TRANSCRIPT			EVE	5,584	69
MONCTON TIMES-TRANSCRIPT			SATURDAY	6,850	85
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	356	4
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	356	4
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	396	5
CARLETON	8,800	F 4			
FREDERICTON DAILY GLEANER			EVE	1,003	11
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	2,090	24
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	2,089	24
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	2,226	25
CHARLOTTE	10,000	I 5			
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	3,876	39
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			EVE	485	5
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	3,391	34
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	4,233	42
GLOUCESTER	28,000	B 8			
• BATHURST NORTHERN LIGHT			WED.	7,571	27
• CARAQUET L'ACADIE NOUVELLE			MORN	10,009	36
MONCTON TIMES-TRANSCRIPT			EVE	1,299	5
MONCTON TIMES-TRANSCRIPT			SATURDAY	1,665	6
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	1,683	6
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	1,677	6
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	1,849	7
MONTREAL ECHOS VEDETTES (F)			SAT.	361	1

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COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
NEW BRUNSWICK (cont.)					
KENT	10,600	E 9			
CARAQUET L'ACADIE NOUVELLE			MORN	1,064	10
MONCTON TIMES-TRANSCRIPT			EVE	4,361	41
MONCTON TIMES-TRANSCRIPT			SATURDAY	5,864	55
KINGS	20,500	H 8			
MONCTON TIMES-TRANSCRIPT			EVE	446	2
MONCTON TIMES-TRANSCRIPT			SATURDAY	732	4
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			EVE	8,912	43
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	2,737	13
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	11,649	57
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	11,025	54
* SUSSEX KINGS COUNTY RECORD			TUE.	4,167	20
MADAWASKA	12,500	C 3			
CARAQUET L'ACADIE NOUVELLE			MORN	687	5
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	793	6
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	795	6
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	843	7
MONTREAL ECHOS VEDETTES (F)			SAT.	265	2
LE JOURNAL DE QUEBEC (F)			MORN	409	3
LE JOURNAL DE QUEBEC (F)			SATURDAY	442	4
LE JOURNAL DE QUEBEC (F)			SUNDAY	421	3
QUEBEC LE SOLEIL (F)			MORN	360	3
QUEBEC LE SOLEIL (F)			SATURDAY	461	4
QUEBEC LE SOLEIL (F)			SUNDAY	373	3
NORTHUMBERLAND	18,000	D 7			
CARAQUET L'ACADIE NOUVELLE			MORN	815	5
* CHATHAM MIRAMICHI WEEKEND			WEEKEND	8,273	46
* DOAKTOWN MIRAMICHI HEADWATERS			TUE.	1,070	6
FREDERICTON DAILY GLEANER			EVE	1,139	6
MONCTON TIMES-TRANSCRIPT			EVE	3,082	17
MONCTON TIMES-TRANSCRIPT			SATURDAY	3,684	20
* NEWCASTLE MIRAMICHI LEADER			WED.	7,541	42
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	2,942	16
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	2,951	16
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	3,167	18
QUEENS	4,800	G 8			
FREDERICTON DAILY GLEANER			EVE	1,894	39
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	984	21
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	916	19
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	1,154	24
SUSSEX KINGS COUNTY RECORD			TUE.	266	6

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NEW BRUNSWICK (cont.)					
RESTIGOUCHE	13,300	B 5			
CARAQUET L'ACADIE NOUVELLE			MORN	696	5
* DALHOUSIE NEWS			WED.	2,243	17
MONCTON TIMES-TRANSCRIPT			EVE	1,040	8
MONCTON TIMES-TRANSCRIPT			SATURDAY	1,365	10
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	1,439	11
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	1,437	11
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	1,561	12
ST. JOHN	30,300	M14			
* SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	25,592	84
* SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	3,125	10
* SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			EVE	22,467	74
* SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	22,360	74
SUSSEX KINGS COUNTY RECORD			TUE.	366	1
SUNBURY	7,400	G 7			
FREDERICTON DAILY GLEANER			EVE	4,306	58
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	338	5
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	337	5
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	448	6
VICTORIA	7,700	D 4			
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	1,783	23
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	1,783	23
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	1,893	25
WESTMORLAND	41,000	F10			
AMHERST DAILY NEWS			SUNDAY	294	1
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	583	1
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	595	1
CARAQUET L'ACADIE NOUVELLE			MORN	1,794	4
* MONCTON TIMES-TRANSCRIPT			EVE	26,664	65
* MONCTON TIMES-TRANSCRIPT			SATURDAY	33,096	81
* SACKVILLE TRIBUNE-POST			WED.	2,990	7
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	1,846	5
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	1,823	4
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	2,002	5
SUSSEX KINGS COUNTY RECORD			TUE.	288	1
MONTREAL LA PRESSE (F)			SATURDAY	306	1

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NEW BRUNSWICK (cont.)					
YORK	29,100	G 5			
* FREDERICTON DAILY GLEANER			EVE	21,338	73
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN	4,326	15
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			MORN/EVE	4,361	15
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE			SATURDAY	5,276	18
QUEBEC					
ABITIBI	35,700	J 3			
* L'ECHO D'AMOS (F)			TUE.	3,622	10
CHICOUTIMI PROGRES-DIMANCHE (F)			SUNDAY	639	2
* LA SARRE L'ECHO D'ABITIBI OUEST (F)			TUE.	2,444	7
MONTREAL GAZETTE			MORN	307	1
MONTREAL GAZETTE			SATURDAY	492	1
MONTREAL GAZETTE			SUNDAY	252	1
LE JOURNAL DE MONTREAL (F)			MORN	2,914	8
LE JOURNAL DE MONTREAL (F)			SATURDAY	3,641	10
LE JOURNAL DE MONTREAL (F)			SUNDAY	3,180	9
MONTREAL LA PRESSE (F)			MORN	803	2
MONTREAL LA PRESSE (F)			SATURDAY	1,543	4
MONTREAL LA PRESSE (F)			SUNDAY	667	2
MONTREAL ECHOS VEDETTES (F)			SAT.	3,568	10
ROUYN LA FRONTIERE (F)			TUE.	1,352	4
* VAL D'OR L'ECHO ABITIBIEN (F)			TUE.	9,213	26
ARGENTEUIL	13,500	O 6			
MONTREAL GAZETTE			MORN	862	6
MONTREAL GAZETTE			SATURDAY	2,316	17
MONTREAL GAZETTE			SUNDAY	991	7
LE JOURNAL DE MONTREAL (F)			MORN	1,828	14
LE JOURNAL DE MONTREAL (F)			SATURDAY	2,461	18
LE JOURNAL DE MONTREAL (F)			SUNDAY	2,287	17
MONTREAL LA PRESSE (F)			MORN	658	5
MONTREAL LA PRESSE (F)			SATURDAY	1,540	11
MONTREAL LA PRESSE (F)			SUNDAY	782	6
MONTREAL ECHOS VEDETTES (F)			SAT.	795	6
ARTHABASKA	22,700	O15			
LE JOURNAL DE MONTREAL (F)			MORN	1,893	8
LE JOURNAL DE MONTREAL (F)			SATURDAY	2,397	11
LE JOURNAL DE MONTREAL (F)			SUNDAY	2,784	12
MONTREAL LA PRESSE (F)			MORN	1,153	5
MONTREAL LA PRESSE (F)			SATURDAY	1,771	8
MONTREAL LA PRESSE (F)			SUNDAY	1,209	5
MONTREAL ECHOS VEDETTES (F)			SAT.	1,711	8
SHERBROOKE LA TRIBUNE (F)			MORN	948	4
SHERBROOKE LA TRIBUNE (F)			SUNDAY	859	4
TROIS RIVIERES LE NOUVELLISTE (F)			MORN	422	2
* VICTORIAVILLE L'UNION (F)			WED.	9,224	41

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QUEBEC (cont.)					
BAGOT	10,600	Q12			
GRANBY LA VOIX DE L'EST (F)			MORN	318	3
LE JOURNAL DE MONTREAL (F)			MORN	1,113	11
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,508	14
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,618	15
MONTREAL LA PRESSE (F)			MORN	262	2
MONTREAL LA PRESSE (F)			SATURDAY	620	6
MONTREAL LA PRESSE (F)			SUNDAY	295	3
MONTREAL ECHOS VEDETTES (F)			SAT.	747	7
LE COURRIER DE SAINT HYACINTHE (F)			WED.	2,733	26
BEAUCE	27,300	N19			
MONTREAL LA PRESSE (F)			SATURDAY	290	1
MONTREAL ECHOS VEDETTES (F)			SAT.	1,878	7
LE JOURNAL DE QUEBEC (F)			MORN	4,291	16
LE JOURNAL DE QUEBEC (F)			SATURDAY	4,769	17
LE JOURNAL DE QUEBEC (F)			SUNDAY	4,593	17
QUEBEC LE SOLEIL (F)			MORN	2,797	10
QUEBEC LE SOLEIL (F)			SATURDAY	3,508	13
QUEBEC LE SOLEIL (F)			SUNDAY	2,440	9
BEAUHARNOIS	21,900	R27			
MONTREAL GAZETTE			SATURDAY	310	1
LE JOURNAL DE MONTREAL (F)			MORN	4,908	22
LE JOURNAL DE MONTREAL (F)			SATURDAY	5,671	26
LE JOURNAL DE MONTREAL (F)			SUNDAY	5,292	24
MONTREAL LA PRESSE (F)			MORN	2,154	10
MONTREAL LA PRESSE (F)			SATURDAY	2,965	14
MONTREAL LA PRESSE (F)			SUNDAY	2,108	10
MONTREAL ECHOS VEDETTES (F)			SAT.	1,907	9
BELLECHASSE	7,700	L21			
MONTREAL ECHOS VEDETTES (F)			SAT.	604	8
LE JOURNAL DE QUEBEC (F)			MORN	1,202	16
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,479	19
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,224	16
QUEBEC LE SOLEIL (F)			MORN	1,570	20
QUEBEC LE SOLEIL (F)			SATURDAY	1,842	24
QUEBEC LE SOLEIL (F)			SUNDAY	1,287	17
BERTHIER	13,500	M10			
L'ECHO DE LOUISEVILLE/BERTHIER (F)			WED.	2,801	21
LE JOURNAL DE MONTREAL (F)			MORN	2,078	15
LE JOURNAL DE MONTREAL (F)			SATURDAY	3,083	23
LE JOURNAL DE MONTREAL (F)			SUNDAY	2,724	20
MONTREAL LA PRESSE (F)			MORN	508	4
MONTREAL LA PRESSE (F)			SATURDAY	1,317	10
MONTREAL LA PRESSE (F)			SUNDAY	582	4
MONTREAL ECHOS VEDETTES (F)			SAT.	1,296	10
BONAVENTURE	13,700	D30			
MONTREAL ECHOS VEDETTES (F)			SAT.	616	4
• NEW CARLISLE SPEC			TUE.	958	7
LE JOURNAL DE QUEBEC (F)			MORN	973	7
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,061	8
LE JOURNAL DE QUEBEC (F)			SUNDAY	866	6
QUEBEC LE SOLEIL (F)			MORN	1,109	8
QUEBEC LE SOLEIL (F)			SATURDAY	1,219	9
QUEBEC LE SOLEIL (F)			SUNDAY	988	7

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QUEBEC (cont.)					
BROME	6,900	S13			
GRANBY LA VOIX DE L'EST (F)			MORN	706	10
MONTREAL GAZETTE			MORN	491	7
MONTREAL GAZETTE			SATURDAY	1,607	23
MONTREAL GAZETTE			SUNDAY	566	8
LE JOURNAL DE MONTREAL (F)			MORN	383	6
LE JOURNAL DE MONTREAL (F)			SATURDAY	649	9
LE JOURNAL DE MONTREAL (F)			SUNDAY	720	10
MONTREAL LA PRESSE (F)			SATURDAY	1,388	20
MONTREAL LA PRESSE (F)			SUNDAY	508	7
SHERBROOKE RECORD			MORN	962	14
CHAMBLY	129,500	P30			
MONTREAL LE DEVOIR (F)			MORN	1,228	1
MONTREAL LE DEVOIR (F)			SATURDAY	1,396	1
MONTREAL GAZETTE			MORN	8,201	6
MONTREAL GAZETTE			SATURDAY	12,553	10
MONTREAL GAZETTE			SUNDAY	8,449	7
LE JOURNAL DE MONTREAL (F)			MORN	22,155	17
LE JOURNAL DE MONTREAL (F)			SATURDAY	26,785	21
LE JOURNAL DE MONTREAL (F)			SUNDAY	23,329	18
MONTREAL LA PRESSE (F)			MORN	20,416	16
MONTREAL LA PRESSE (F)			SATURDAY	31,442	24
MONTREAL LA PRESSE (F)			SUNDAY	20,985	16
MONTREAL ECHOS VEDETTES (F)			SAT.	5,959	5
CHAMPLAIN	47,500	L13			
MONTREAL GAZETTE			SATURDAY	255	1
LE JOURNAL DE MONTREAL (F)			MORN	3,046	6
LE JOURNAL DE MONTREAL (F)			SATURDAY	4,235	9
LE JOURNAL DE MONTREAL (F)			SUNDAY	5,813	12
MONTREAL LA PRESSE (F)			MORN	1,007	2
MONTREAL LA PRESSE (F)			SATURDAY	2,079	4
MONTREAL LA PRESSE (F)			SUNDAY	1,634	3
MONTREAL ECHOS VEDETTES (F)			SAT.	3,343	7
TROIS RIVIERES LE NOUVELLISTE (F)			MORN	22,970	48
CHARLEVOIX-EST	5,700	G20			
MONTREAL ECHOS VEDETTES (F)			SAT.	574	10
LE JOURNAL DE QUEBEC (F)			MORN	933	16
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,026	18
LE JOURNAL DE QUEBEC (F)			SUNDAY	910	16
QUEBEC LE SOLEIL (F)			MORN	953	17
QUEBEC LE SOLEIL (F)			SATURDAY	1,030	18
QUEBEC LE SOLEIL (F)			SUNDAY	844	15
CHARLEVOIX-OUEST	4,700	G19			
MONTREAL ECHOS VEDETTES (F)			SAT.	471	10
LE JOURNAL DE QUEBEC (F)			MORN	737	16
LE JOURNAL DE QUEBEC (F)			SATURDAY	819	17
LE JOURNAL DE QUEBEC (F)			SUNDAY	757	16
QUEBEC LE SOLEIL (F)			MORN	769	16
QUEBEC LE SOLEIL (F)			SATURDAY	861	18
QUEBEC LE SOLEIL (F)			SUNDAY	696	15

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COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
QUEBEC (cont.)					
CHATEAUGUAY	23,500	S28			
HUNTINGDON GLEANER			WED.	1,253	5
MONTREAL GAZETTE			MORN	2,464	10
MONTREAL GAZETTE			SATURDAY	4,327	18
MONTREAL GAZETTE			SUNDAY	2,711	12
LE JOURNAL DE MONTREAL (F)			MORN	3,508	15
LE JOURNAL DE MONTREAL (F)			SATURDAY	4,640	20
LE JOURNAL DE MONTREAL (F)			SUNDAY	4,218	18
MONTREAL LA PRESSE (F)			MORN	2,028	9
MONTREAL LA PRESSE (F)			SATURDAY	3,136	13
MONTREAL LA PRESSE (F)			SUNDAY	2,077	9
MONTREAL ECHOS VEDETTES (F)			SAT.	1,251	5
CHICOUTIMI	60,600	J 8			
* CHICOUTIMI PROGRES-DIMANCHE (F)			SUNDAY	34,084	56
* CHICOUTIMI LE QUOTIDIEN (F)			MORN	22,533	37
MONTREAL LE DEVOIR (F)			MORN	449	1
MONTREAL LE DEVOIR (F)			SATURDAY	422	1
MONTREAL GAZETTE			MORN	251	
MONTREAL GAZETTE			SATURDAY	378	1
MONTREAL LA PRESSE (F)			MORN	1,330	2
MONTREAL LA PRESSE (F)			SATURDAY	2,163	4
MONTREAL LA PRESSE (F)			SUNDAY	961	2
MONTREAL ECHOS VEDETTES (F)			SAT.	3,412	6
LE JOURNAL DE QUEBEC (F)			MORN	5,753	9
LE JOURNAL DE QUEBEC (F)			SATURDAY	4,974	8
LE JOURNAL DE QUEBEC (F)			SUNDAY	4,277	7
QUEBEC LE SOLEIL (F)			MORN	542	1
QUEBEC LE SOLEIL (F)			SATURDAY	779	1
QUEBEC LE SOLEIL (F)			SUNDAY	427	1
COMPTON	7,400	R17			
LE JOURNAL DE MONTREAL (F)			SUNDAY	314	4
MONTREAL ECHOS VEDETTES (F)			SAT.	278	4
SHERBROOKE RECORD			MORN	532	7
SHERBROOKE LA TRIBUNE (F)			MORN	2,090	28
SHERBROOKE LA TRIBUNE (F)			SUNDAY	2,397	32
DEUX-MONTAGNES	33,600	O26			
MONTREAL GAZETTE			MORN	1,680	5
MONTREAL GAZETTE			SATURDAY	2,736	8
MONTREAL GAZETTE			SUNDAY	1,805	5
LE JOURNAL DE MONTREAL (F)			MORN	5,758	17
LE JOURNAL DE MONTREAL (F)			SATURDAY	8,011	24
LE JOURNAL DE MONTREAL (F)			SUNDAY	7,362	22
MONTREAL LA PRESSE (F)			MORN	2,522	8
MONTREAL LA PRESSE (F)			SATURDAY	4,639	14
MONTREAL LA PRESSE (F)			SUNDAY	2,732	8
MONTREAL ECHOS VEDETTES (F)			SAT.	1,987	6
ST. JEROME L'ECHO DU NORD (F)			WED.	498	1

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QUEBEC (cont.)					
DORCHESTER	11,000	M20			
MONTREAL ECHOS VEDETTES (F)			SAT.	876	8
LE JOURNAL DE QUEBEC (F)			MORN	1,698	15
LE JOURNAL DE QUEBEC (F)			SATURDAY	2,048	19
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,749	16
QUEBEC LE SOLEIL (F)			MORN	1,847	17
QUEBEC LE SOLEIL (F)			SATURDAY	2,189	20
QUEBEC LE SOLEIL (F)			SUNDAY	1,426	13
DRUMMOND	28,700	P14			
LE JOURNAL DE MONTREAL (F)			MORN	3,923	14
LE JOURNAL DE MONTREAL (F)			SATURDAY	4,722	16
LE JOURNAL DE MONTREAL (F)			SUNDAY	4,732	16
MONTREAL LA PRESSE (F)			MORN	1,094	4
MONTREAL LA PRESSE (F)			SATURDAY	1,942	7
MONTREAL LA PRESSE (F)			SUNDAY	1,164	4
MONTREAL ECHOS VEDETTES (F)			SAT.	2,605	9
SHERBROOKE LA TRIBUNE (F)			MORN	1,858	6
SHERBROOKE LA TRIBUNE (F)			SUNDAY	1,890	7
FRONTENAC	9,400	Q19			
MONTREAL ECHOS VEDETTES (F)			SAT.	783	8
LE JOURNAL DE QUEBEC (F)			MORN	678	7
LE JOURNAL DE QUEBEC (F)			SATURDAY	829	9
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,016	11
SHERBROOKE LA TRIBUNE (F)			MORN	1,009	11
SHERBROOKE LA TRIBUNE (F)			SUNDAY	1,108	12
GASPE-EST	12,900	C31			
MONTREAL ECHOS VEDETTES (F)			SAT.	779	6
NEW CARLISLE SPEC			TUE.	849	7
LE JOURNAL DE QUEBEC (F)			MORN	753	6
LE JOURNAL DE QUEBEC (F)			SATURDAY	857	7
LE JOURNAL DE QUEBEC (F)			SUNDAY	782	6
QUEBEC LE SOLEIL (F)			MORN	933	7
QUEBEC LE SOLEIL (F)			SATURDAY	1,027	8
QUEBEC LE SOLEIL (F)			SUNDAY	793	6
GASPE-OUEST	5,500	B30			
MATANE LA VOIX GASPESIENNE (F)			WED.	261	5
MONTREAL ECHOS VEDETTES (F)			SAT.	461	8
QUEBEC LE SOLEIL (F)			MORN	746	14
QUEBEC LE SOLEIL (F)			SATURDAY	820	15
QUEBEC LE SOLEIL (F)			SUNDAY	645	12

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QUEBEC (cont.)					
GATINEAU	21,700	M 4			
MONTREAL GAZETTE			MORN	381	2
MONTREAL GAZETTE			SATURDAY	587	3
MONTREAL GAZETTE			SUNDAY	330	2
LE JOURNAL DE MONTREAL (F)			MORN	649	3
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,027	5
LE JOURNAL DE MONTREAL (F)			SUNDAY	980	5
MONTREAL LA PRESSE (F)			MORN	871	4
MONTREAL LA PRESSE (F)			SATURDAY	1,609	7
MONTREAL LA PRESSE (F)			SUNDAY	1,272	6
MONTREAL ECHOS VEDETTES (F)			SAT.	306	1
OTTAWA CITIZEN			ALL DAY	4,174	19
OTTAWA CITIZEN			SATURDAY	6,662	31
OTTAWA CITIZEN			SUNDAY	4,201	19
OTTAWA LE DROIT			ALL DAY	3,834	18
OTTAWA LE DROIT			SATURDAY	4,826	22
OTTAWA SUN			MORN	390	2
OTTAWA SUN			SUNDAY	631	3
HULL	58,300	R 2			
MONTREAL LE DEVOIR (F)			MORN	797	1
MONTREAL LE DEVOIR (F)			SATURDAY	905	2
MONTREAL GAZETTE			MORN	288	
MONTREAL GAZETTE			SATURDAY	316	1
LE JOURNAL DE MONTREAL (F)			MORN	4,654	8
LE JOURNAL DE MONTREAL (F)			SATURDAY	5,142	9
LE JOURNAL DE MONTREAL (F)			SUNDAY	6,513	11
MONTREAL LA PRESSE (F)			MORN	1,026	2
MONTREAL LA PRESSE (F)			SATURDAY	1,774	3
MONTREAL LA PRESSE (F)			SUNDAY	999	2
MONTREAL ECHOS VEDETTES (F)			SAT.	1,931	3
OTTAWA CITIZEN			ALL DAY	6,208	11
OTTAWA CITIZEN			SATURDAY	8,405	14
OTTAWA CITIZEN			SUNDAY	4,797	8
OTTAWA LE DROIT			ALL DAY	16,743	29
OTTAWA LE DROIT			SATURDAY	20,509	35
OTTAWA SUN			MORN	1,093	2
OTTAWA SUN			SUNDAY	1,118	2
HUNTINGDON	6,900	S25			
* HUNTINGDON GLEANER			WED.	2,603	38
MONTREAL GAZETTE			MORN	601	9
MONTREAL GAZETTE			SATURDAY	1,330	19
MONTREAL GAZETTE			SUNDAY	567	8
LE JOURNAL DE MONTREAL (F)			MORN	452	7
LE JOURNAL DE MONTREAL (F)			SATURDAY	633	9
LE JOURNAL DE MONTREAL (F)			SUNDAY	671	10
MONTREAL LA PRESSE (F)			SATURDAY	303	4
IBERVILLE	9,600	R32			
LE JOURNAL DE MONTREAL (F)			MORN	1,449	15
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,833	19
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,771	18
MONTREAL LA PRESSE (F)			MORN	483	5
MONTREAL LA PRESSE (F)			SATURDAY	810	8
MONTREAL LA PRESSE (F)			SUNDAY	424	4
MONTREAL ECHOS VEDETTES (F)			SAT.	695	7
ST. JEAN LE CANADA FRANCAIS (F)			WED.	3,550	37

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QUEBEC (cont.)					
ILE-DE-MONTREAL	741,000	E12			
* MONTREAL LE DEVOIR (F)			MORN	12,867	2
* MONTREAL LE DEVOIR (F)			SATURDAY	13,103	2
* MONTREAL GAZETTE			MORN	125,597	17
* MONTREAL GAZETTE			SATURDAY	171,869	23
* MONTREAL GAZETTE			SUNDAY	113,352	15
* LE JOURNAL DE MONTREAL (F)			MORN	121,348	16
* LE JOURNAL DE MONTREAL (F)			SATURDAY	120,361	16
* LE JOURNAL DE MONTREAL (F)			SUNDAY	102,794	14
* MONTREAL LA PRESSE (F)			MORN	88,240	12
* MONTREAL LA PRESSE (F)			SATURDAY	129,263	17
* MONTREAL LA PRESSE (F)			SUNDAY	75,649	10
* MONTREAL ECHOS VEDETTES (F)			SAT.	32,527	4
QUEBEC LE SOLEIL (F)			MORN	1,011	
QUEBEC LE SOLEIL (F)			SATURDAY	1,013	
QUEBEC LE SOLEIL (F)			SUNDAY	622	
OTTAWA CITIZEN			ALL DAY	420	
OTTAWA CITIZEN			SATURDAY	1,307	
OTTAWA CITIZEN			SUNDAY	323	
TORONTO STAR			ALL DAY	343	
TORONTO STAR			SATURDAY	1,239	
TORONTO STAR			SUNDAY	409	
ILE-JESUS	121,200	C12			
MONTREAL LE DEVOIR (F)			MORN	653	1
MONTREAL LE DEVOIR (F)			SATURDAY	768	1
MONTREAL GAZETTE			MORN	5,642	5
MONTREAL GAZETTE			SATURDAY	9,740	8
MONTREAL GAZETTE			SUNDAY	5,824	5
LE JOURNAL DE MONTREAL (F)			MORN	21,217	18
LE JOURNAL DE MONTREAL (F)			SATURDAY	25,571	21
LE JOURNAL DE MONTREAL (F)			SUNDAY	22,995	19
MONTREAL LA PRESSE (F)			MORN	16,327	13
MONTREAL LA PRESSE (F)			SATURDAY	25,296	21
MONTREAL LA PRESSE (F)			SUNDAY	16,332	13
MONTREAL ECHOS VEDETTES (F)			SAT.	5,654	5
ILES-DE-LA-MADELEINE	4,900	J24			
* CAP AUX MEULES LE RADAR (F)			TUE.	2,210	45
LE JOURNAL DE MONTREAL (F)			MORN	263	5
LE JOURNAL DE MONTREAL (F)			SATURDAY	289	6
LE JOURNAL DE MONTREAL (F)			SUNDAY	260	5
JOLIETTE	26,500	L30			
LE JOURNAL DE MONTREAL (F)			MORN	4,734	18
LE JOURNAL DE MONTREAL (F)			SATURDAY	6,255	24
LE JOURNAL DE MONTREAL (F)			SUNDAY	5,567	21
MONTREAL LA PRESSE (F)			MORN	1,892	7
MONTREAL LA PRESSE (F)			SATURDAY	3,587	14
MONTREAL LA PRESSE (F)			SUNDAY	1,989	8
MONTREAL ECHOS VEDETTES (F)			SAT.	2,482	9

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QUEBEC (cont.)					
KAMOURASKA	9,500	H21			
MONTREAL ECHOS VEDETTES (F)			SAT.	808	9
LE JOURNAL DE QUEBEC (F)			MORN	972	10
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,150	12
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,026	11
QUEBEC LE SOLEIL (F)			MORN	1,128	12
QUEBEC LE SOLEIL (F)			SATURDAY	1,431	15
QUEBEC LE SOLEIL (F)			SUNDAY	1,056	11
LABELLE	13,400	M 4			
LE JOURNAL DE MONTREAL (F)			MORN	1,668	12
LE JOURNAL DE MONTREAL (F)			SATURDAY	2,647	20
LE JOURNAL DE MONTREAL (F)			SUNDAY	2,180	16
MONTREAL LA PRESSE (F)			MORN	520	4
MONTREAL LA PRESSE (F)			SATURDAY	1,192	9
MONTREAL LA PRESSE (F)			SUNDAY	588	4
MONTREAL ECHOS VEDETTES (F)			SAT.	1,311	10
LAC-ST-JEAN-EST	16,000	J 7			
CHICOUTIMI PROGRES-DIMANCHE (F)			SUNDAY	6,651	42
CHICOUTIMI LE QUOTIDIEN (F)			MORN	4,605	29
MONTREAL LA PRESSE (F)			MORN	251	2
MONTREAL LA PRESSE (F)			SATURDAY	402	3
MONTREAL ECHOS VEDETTES (F)			SAT.	1,132	7
LE JOURNAL DE QUEBEC (F)			MORN	2,019	13
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,800	11
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,603	10
LAC-ST-JEAN-OUEST	20,400	J 6			
CHICOUTIMI PROGRES-DIMANCHE (F)			SUNDAY	7,666	38
CHICOUTIMI LE QUOTIDIEN (F)			MORN	3,898	19
MONTREAL LA PRESSE (F)			MORN	288	1
MONTREAL LA PRESSE (F)			SATURDAY	414	2
MONTREAL ECHOS VEDETTES (F)			SAT.	1,621	8
LE JOURNAL DE QUEBEC (F)			MORN	2,548	12
LE JOURNAL DE QUEBEC (F)			SATURDAY	2,276	11
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,955	10
QUEBEC LE SOLEIL (F)			SATURDAY	363	2
LAPRAIRIE	44,500	Q30			
MONTREAL LE DEVOIR (F)			MORN	266	1
MONTREAL LE DEVOIR (F)			SATURDAY	352	1
MONTREAL GAZETTE			MORN	4,032	9
MONTREAL GAZETTE			SATURDAY	6,855	15
MONTREAL GAZETTE			SUNDAY	4,314	10
LE JOURNAL DE MONTREAL (F)			MORN	7,125	16
LE JOURNAL DE MONTREAL (F)			SATURDAY	9,525	21
LE JOURNAL DE MONTREAL (F)			SUNDAY	8,692	20
MONTREAL LA PRESSE (F)			MORN	6,567	15
MONTREAL LA PRESSE (F)			SATURDAY	10,397	23
MONTREAL LA PRESSE (F)			SUNDAY	6,896	15
MONTREAL ECHOS VEDETTES (F)			SAT.	2,110	5

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QUEBEC (cont.)					
L'ASSOMPTION	50,500	N28			
MONTREAL GAZETTE			MORN	294	1
MONTREAL GAZETTE			SATURDAY	737	1
MONTREAL GAZETTE			SUNDAY	345	1
LE JOURNAL DE MONTREAL (F)			MORN	11,707	23
LE JOURNAL DE MONTREAL (F)			SATURDAY	15,837	31
LE JOURNAL DE MONTREAL (F)			SUNDAY	14,573	29
MONTREAL LA PRESSE (F)			MORN	5,771	11
MONTREAL LA PRESSE (F)			SATURDAY	9,576	19
MONTREAL LA PRESSE (F)			SUNDAY	6,447	13
MONTREAL ECHOS VEDETTES (F)			SAT.	3,175	6
LEVIS	40,800	L18			
MONTREAL LE DEVOIR (F)			MORN	288	1
MONTREAL LE DEVOIR (F)			SATURDAY	320	1
MONTREAL LA PRESSE (F)			MORN	251	1
MONTREAL LA PRESSE (F)			SATURDAY	430	1
MONTREAL LA PRESSE (F)			SUNDAY	260	1
MONTREAL ECHOS VEDETTES (F)			SAT.	2,386	6
LE JOURNAL DE QUEBEC (F)			MORN	9,395	23
LE JOURNAL DE QUEBEC (F)			SATURDAY	10,520	26
LE JOURNAL DE QUEBEC (F)			SUNDAY	9,536	23
QUEBEC LE SOLEIL (F)			MORN	9,503	23
QUEBEC LE SOLEIL (F)			SATURDAY	14,257	35
QUEBEC LE SOLEIL (F)			SUNDAY	8,494	21
L'ISLET	7,200				
MONTREAL ECHOS VEDETTES (F)			SAT.	662	9
LE JOURNAL DE QUEBEC (F)			MORN	648	9
LE JOURNAL DE QUEBEC (F)			SATURDAY	864	12
LE JOURNAL DE QUEBEC (F)			SUNDAY	699	10
QUEBEC LE SOLEIL (F)			MORN	1,256	17
QUEBEC LE SOLEIL (F)			SATURDAY	1,431	20
QUEBEC LE SOLEIL (F)			SUNDAY	1,130	16
LOTBINIERE	10,500	M16			
MONTREAL ECHOS VEDETTES (F)			SAT.	662	6
LE JOURNAL DE QUEBEC (F)			MORN	1,198	11
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,695	16
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,228	12
QUEBEC LE SOLEIL (F)			MORN	2,278	22
QUEBEC LE SOLEIL (F)			SATURDAY	2,696	26
QUEBEC LE SOLEIL (F)			SUNDAY	1,908	18
MASKINONGE	8,000	L10			
* L'ECHO DE LOUISEVILLE/BERTHIER (F)			WED.	3,546	44
LE JOURNAL DE MONTREAL (F)			MORN	555	7
LE JOURNAL DE MONTREAL (F)			SATURDAY	946	12
LE JOURNAL DE MONTREAL (F)			SUNDAY	948	12
MONTREAL LA PRESSE (F)			SATURDAY	266	3
MONTREAL ECHOS VEDETTES (F)			SAT.	880	11
TROIS RIVIERES LE NOUVELLISTE (F)			MORN	2,285	29

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QUEBEC (cont.)					
MATANE	10,400	C27			
• MATANE LA VOIX GASPESIENNE (F)			WED.	4,917	47
MONTREAL ECHOS VEDETTES (F)			SAT.	746	7
LE JOURNAL DE QUEBEC (F)			MORN	844	8
LE JOURNAL DE QUEBEC (F)			SATURDAY	927	9
LE JOURNAL DE QUEBEC (F)			SUNDAY	743	7
QUEBEC LE SOLEIL (F)			MORN	1,103	11
QUEBEC LE SOLEIL (F)			SATURDAY	1,262	12
QUEBEC LE SOLEIL (F)			SUNDAY	974	9
MATAPEDIA	7,800	D26			
MONTREAL ECHOS VEDETTES (F)			SAT.	498	6
LE JOURNAL DE QUEBEC (F)			MORN	501	6
LE JOURNAL DE QUEBEC (F)			SATURDAY	609	8
LE JOURNAL DE QUEBEC (F)			SUNDAY	440	6
QUEBEC LE SOLEIL (F)			MORN	561	7
QUEBEC LE SOLEIL (F)			SATURDAY	665	9
QUEBEC LE SOLEIL (F)			SUNDAY	480	6
MEGANTIC	19,000	N17			
LE JOURNAL DE MONTREAL (F)			MORN	268	1
LE JOURNAL DE MONTREAL (F)			SATURDAY	339	2
LE JOURNAL DE MONTREAL (F)			SUNDAY	404	2
MONTREAL LA PRESSE (F)			MORN	281	1
MONTREAL LA PRESSE (F)			SATURDAY	506	3
MONTREAL LA PRESSE (F)			SUNDAY	276	1
MONTREAL ECHOS VEDETTES (F)			SAT.	1,477	8
• PLESSISVILLE LA FEUILLE D'ERABLE (F)			TUE.	3,691	19
LE JOURNAL DE QUEBEC (F)			MORN	2,055	11
LE JOURNAL DE QUEBEC (F)			SATURDAY	2,236	12
LE JOURNAL DE QUEBEC (F)			SUNDAY	2,340	12
QUEBEC LE SOLEIL (F)			MORN	1,834	10
QUEBEC LE SOLEIL (F)			SATURDAY	2,216	12
QUEBEC LE SOLEIL (F)			SUNDAY	1,530	8
SHERBROOKE LA TRIBUNE (F)			MORN	576	3
SHERBROOKE LA TRIBUNE (F)			SUNDAY	588	3
VICTORIAVILLE L'UNION (F)			WED.	732	4
MISSISQUOI	13,600	T12			
GRANBY LA VOIX DE L'EST (F)			MORN	2,057	15
MONTREAL GAZETTE			MORN	488	4
MONTREAL GAZETTE			SATURDAY	1,077	8
MONTREAL GAZETTE			SUNDAY	426	3
LE JOURNAL DE MONTREAL (F)			MORN	1,402	10
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,764	13
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,898	14
MONTREAL LA PRESSE (F)			MORN	608	4
MONTREAL LA PRESSE (F)			SATURDAY	1,232	9
MONTREAL LA PRESSE (F)			SUNDAY	626	5
MONTREAL ECHOS VEDETTES (F)			SAT.	837	6
SHERBROOKE RECORD			MORN	441	3
ST. JEAN LE CANADA FRANCAIS (F)			WED.	325	2

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NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
QUEBEC (cont.)					
MONTCALM	13,400	L26			
MONTREAL GAZETTE			MORN	333	2
MONTREAL GAZETTE			SATURDAY	807	6
LE JOURNAL DE MONTREAL (F)			MORN	1,993	15
LE JOURNAL DE MONTREAL (F)			SATURDAY	3,503	26
LE JOURNAL DE MONTREAL (F)			SUNDAY	3,096	23
MONTREAL LA PRESSE (F)			MORN	545	4
MONTREAL LA PRESSE (F)			SATURDAY	1,955	15
MONTREAL LA PRESSE (F)			SUNDAY	685	5
MONTREAL ECHOS VEDETTES (F)			SAT.	1,252	9
MONTMAGNY	8,600	K21			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,040	12
LE JOURNAL DE QUEBEC (F)			MORN	1,487	17
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,758	20
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,549	18
QUEBEC LE SOLEIL (F)			MORN	1,440	17
QUEBEC LE SOLEIL (F)			SATURDAY	1,691	20
QUEBEC LE SOLEIL (F)			SUNDAY	1,262	15
MONTMORENCY NO. 1	8,500	H18			
MONTREAL ECHOS VEDETTES (F)			SAT.	539	6
LE JOURNAL DE QUEBEC (F)			MORN	1,863	22
LE JOURNAL DE QUEBEC (F)			SATURDAY	2,231	26
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,932	23
QUEBEC LE SOLEIL (F)			MORN	2,174	26
QUEBEC LE SOLEIL (F)			SATURDAY	2,968	35
QUEBEC LE SOLEIL (F)			SUNDAY	2,000	24
MONTMORENCY NO. 2	2,400	D19			
MONTREAL ECHOS VEDETTES (F)			SAT.	111	5
LE JOURNAL DE QUEBEC (F)			MORN	209	9
LE JOURNAL DE QUEBEC (F)			SATURDAY	271	11
LE JOURNAL DE QUEBEC (F)			SUNDAY	204	9
QUEBEC LE SOLEIL (F)			MORN	757	32
QUEBEC LE SOLEIL (F)			SATURDAY	1,020	43
QUEBEC LE SOLEIL (F)			SUNDAY	625	26
NAPIERVILLE	5,500	R29			
LE JOURNAL DE MONTREAL (F)			MORN	1,122	20
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,435	26
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,380	25
MONTREAL LA PRESSE (F)			MORN	279	5
MONTREAL LA PRESSE (F)			SATURDAY	503	9
MONTREAL LA PRESSE (F)			SUNDAY	262	5
MONTREAL ECHOS VEDETTES (F)			SAT.	516	9
NICOLET	12,000	N14			
LE JOURNAL DE MONTREAL (F)			MORN	778	6
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,156	10
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,393	12
MONTREAL LA PRESSE (F)			SATURDAY	469	4
MONTREAL ECHOS VEDETTES (F)			SAT.	871	7
TROIS RIVIERES LE NOUVELLISTE (F)			MORN	4,649	39
VICTORIAVILLE L'UNION (F)			WED.	281	2

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QUEBEC (cont.)					
NOUVEAU-QUEBEC	9,800	D 4			
• LA SENTINELLE DE CHIBOUGAMAU-CHAPIS (F)			TUE.	2,644	27
LE JOURNAL DE MONTREAL (F)			MORN	814	8
LE JOURNAL DE MONTREAL (F)			SATURDAY	788	8
LE JOURNAL DE MONTREAL (F)			SUNDAY	372	4
MONTREAL ECHOS VEDETTES (F)			SAT.	727	7
PAPINEAU	16,900	O 4			
LE JOURNAL DE MONTREAL (F)			MORN	1,204	7
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,664	10
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,818	11
MONTREAL LA PRESSE (F)			SATURDAY	597	4
MONTREAL LA PRESSE (F)			SUNDAY	262	2
MONTREAL ECHOS VEDETTES (F)			SAT.	839	5
OTTAWA CITIZEN			ALL DAY	784	5
OTTAWA CITIZEN			SATURDAY	1,217	7
OTTAWA CITIZEN			SUNDAY	762	5
OTTAWA LE DROIT			ALL DAY	3,675	22
OTTAWA LE DROIT			SATURDAY	4,287	25
PONTIAC	7,500	M 3			
• SHAWVILLE EQUITY			WED.	3,128	42
OTTAWA CITIZEN			ALL DAY	1,448	19
OTTAWA CITIZEN			SATURDAY	2,192	29
OTTAWA CITIZEN			SUNDAY	1,441	19
OTTAWA LE DROIT			ALL DAY	469	6
OTTAWA LE DROIT			SATURDAY	578	8
PORTNEUF	23,600	J15			
MONTREAL GAZETTE			SATURDAY	263	1
MONTREAL ECHOS VEDETTES (F)			SAT.	1,499	6
LE JOURNAL DE QUEBEC (F)			MORN	4,205	18
LE JOURNAL DE QUEBEC (F)			SATURDAY	4,754	20
LE JOURNAL DE QUEBEC (F)			SUNDAY	4,311	18
QUEBEC LE SOLEIL (F)			MORN	4,909	21
QUEBEC LE SOLEIL (F)			SATURDAY	6,673	28
QUEBEC LE SOLEIL (F)			SUNDAY	4,365	18
TROIS RIVIERES LE NOUVELLISTE (F)			MORN	261	1
QUEBEC	188,900	D17			
CHICOUTIMI PROGRES-DIMANCHE (F)			SUNDAY	632	
MONTREAL LE DEVOIR (F)			MORN	2,833	1
MONTREAL LE DEVOIR (F)			SATURDAY	2,925	2
MONTREAL GAZETTE			MORN	2,173	1
MONTREAL GAZETTE			SATURDAY	3,623	2
MONTREAL GAZETTE			SUNDAY	1,691	1
MONTREAL LA PRESSE (F)			MORN	2,318	1
MONTREAL LA PRESSE (F)			SATURDAY	3,935	2
MONTREAL LA PRESSE (F)			SUNDAY	2,038	1
MONTREAL ECHOS VEDETTES (F)			SAT.	12,092	6
• LE JOURNAL DE QUEBEC (F)			MORN	49,810	26
• LE JOURNAL DE QUEBEC (F)			SATURDAY	50,732	27
• LE JOURNAL DE QUEBEC (F)			SUNDAY	44,471	24
• QUEBEC LE SOLEIL (F)			MORN	56,699	30
• QUEBEC LE SOLEIL (F)			SATURDAY	79,423	42
• QUEBEC LE SOLEIL (F)			SUNDAY	48,716	26
TORONTO STAR			SATURDAY	266	

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COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
QUEBEC (cont.)					
RICHELIEU	20,200	M32			
LE JOURNAL DE MONTREAL (F)			MORN	4,985	25
LE JOURNAL DE MONTREAL (F)			SATURDAY	5,766	29
LE JOURNAL DE MONTREAL (F)			SUNDAY	5,583	28
MONTREAL LA PRESSE (F)			MORN	2,333	12
MONTREAL LA PRESSE (F)			SATURDAY	3,238	16
MONTREAL LA PRESSE (F)			SUNDAY	2,367	12
MONTREAL ECHOS VEDETTES (F)			SAT.	1,848	9
LE COURRIER DE SAINT HYACINTHE (F)			WED.	293	1
RICHMOND	14,000	Q15			
MONTREAL GAZETTE			SATURDAY	357	3
LE JOURNAL DE MONTREAL (F)			MORN	637	5
LE JOURNAL DE MONTREAL (F)			SATURDAY	795	6
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,305	9
MONTREAL LA PRESSE (F)			SATURDAY	370	3
MONTREAL ECHOS VEDETTES (F)			SAT.	1,007	7
SHERBROOKE RECORD			MORN	540	4
SHERBROOKE LA TRIBUNE (F)			MORN	4,555	33
SHERBROOKE LA TRIBUNE (F)			SUNDAY	5,230	37
RIMOUSKI	25,800	E24			
MONTREAL LA PRESSE (F)			MORN	465	2
MONTREAL LA PRESSE (F)			SATURDAY	797	3
MONTREAL LA PRESSE (F)			SUNDAY	355	1
MONTREAL ECHOS VEDETTES (F)			SAT.	1,771	7
LE JOURNAL DE QUEBEC (F)			MORN	2,411	9
LE JOURNAL DE QUEBEC (F)			SATURDAY	2,495	10
LE JOURNAL DE QUEBEC (F)			SUNDAY	2,205	9
QUEBEC LE SOLEIL (F)			MORN	2,464	10
QUEBEC LE SOLEIL (F)			SATURDAY	3,072	12
QUEBEC LE SOLEIL (F)			SUNDAY	2,236	9
RIVIERE-DU-LOUP	14,300	G22			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,290	9
LE JOURNAL DE QUEBEC (F)			MORN	1,734	12
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,968	14
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,747	12
QUEBEC LE SOLEIL (F)			MORN	1,805	13
QUEBEC LE SOLEIL (F)			SATURDAY	2,089	15
QUEBEC LE SOLEIL (F)			SUNDAY	1,573	11
ROUVILLE	17,200	Q33			
GRANBY LA VOIX DE L'EST (F)			MORN	1,265	7
MONTREAL GAZETTE			MORN	570	3
MONTREAL GAZETTE			SATURDAY	836	5
MONTREAL GAZETTE			SUNDAY	559	3
LE JOURNAL DE MONTREAL (F)			MORN	2,554	15
LE JOURNAL DE MONTREAL (F)			SATURDAY	3,289	19
LE JOURNAL DE MONTREAL (F)			SUNDAY	3,180	18
MONTREAL LA PRESSE (F)			MORN	1,855	11
MONTREAL LA PRESSE (F)			SATURDAY	3,106	18
MONTREAL LA PRESSE (F)			SUNDAY	2,014	12
MONTREAL ECHOS VEDETTES (F)			SAT.	1,073	6
LE COURRIER DE SAINT HYACINTHE (F)			WED.	330	2

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COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
QUEBEC (cont.)					
SAGUENAY	32,500	F 7			
CHICOUTIMI PROGRES-DIMANCHE (F)			SUNDAY	1,317	4
MONTREAL GAZETTE			MORN	279	1
MONTREAL GAZETTE			SATURDAY	374	1
MONTREAL LA PRESSE (F)			MORN	491	2
MONTREAL LA PRESSE (F)			SATURDAY	828	3
MONTREAL LA PRESSE (F)			SUNDAY	365	1
MONTREAL ECHOS VEDETTES (F)			SAT.	2,773	9
LE JOURNAL DE QUEBEC (F)			MORN	3,541	11
LE JOURNAL DE QUEBEC (F)			SATURDAY	3,560	11
LE JOURNAL DE QUEBEC (F)			SUNDAY	3,252	10
QUEBEC LE SOLEIL (F)			MORN	2,862	9
QUEBEC LE SOLEIL (F)			SATURDAY	3,469	11
QUEBEC LE SOLEIL (F)			SUNDAY	2,693	8
ST-HYACINTHE	23,300	O32			
LE JOURNAL DE MONTREAL (F)			MORN	3,928	17
LE JOURNAL DE MONTREAL (F)			SATURDAY	4,718	20
LE JOURNAL DE MONTREAL (F)			SUNDAY	4,702	20
MONTREAL LA PRESSE (F)			MORN	1,941	8
MONTREAL LA PRESSE (F)			SATURDAY	3,182	14
MONTREAL LA PRESSE (F)			SUNDAY	1,979	8
MONTREAL ECHOS VEDETTES (F)			SAT.	2,234	10
• LE COURRIER DE SAINT HYACINTHE (F)			WED.	8,889	38
ST-JEAN	24,700	R31			
MONTREAL GAZETTE			MORN	430	2
MONTREAL GAZETTE			SATURDAY	817	3
MONTREAL GAZETTE			SUNDAY	359	1
LE JOURNAL DE MONTREAL (F)			MORN	4,776	19
LE JOURNAL DE MONTREAL (F)			SATURDAY	5,607	23
LE JOURNAL DE MONTREAL (F)			SUNDAY	5,040	20
MONTREAL LA PRESSE (F)			MORN	2,585	10
MONTREAL LA PRESSE (F)			SATURDAY	4,055	16
MONTREAL LA PRESSE (F)			SUNDAY	2,437	10
MONTREAL ECHOS VEDETTES (F)			SAT.	1,828	7
• ST. JEAN LE CANADA FRANCAIS (F)			WED.	9,937	40
ST-MAURICE	45,100	L12			
L'ECHO DE LOUISEVILLE/BERTHIER (F)			WED.	666	1
MONTREAL LE DEVOIR (F)			SATURDAY	331	1
MONTREAL GAZETTE			MORN	289	1
MONTREAL GAZETTE			SATURDAY	499	1
MONTREAL GAZETTE			SUNDAY	292	1
LE JOURNAL DE MONTREAL (F)			MORN	3,650	8
LE JOURNAL DE MONTREAL (F)			SATURDAY	4,599	10
LE JOURNAL DE MONTREAL (F)			SUNDAY	5,881	13
MONTREAL LA PRESSE (F)			MORN	2,099	5
MONTREAL LA PRESSE (F)			SATURDAY	3,902	9
MONTREAL LA PRESSE (F)			SUNDAY	2,851	6
MONTREAL ECHOS VEDETTES (F)			SAT.	3,507	8
QUEBEC LE SOLEIL (F)			SATURDAY	451	1
QUEBEC LE SOLEIL (F)			SUNDAY	255	1
• TROIS RIVIERES LE NOUVELLISTE (F)			MORN	22,336	50

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COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
QUEBEC (cont.)					
SHEFFORD	30,800	R13			
* GRANBY LA VOIX DE L'EST (F)			MORN	11,123	36
MONTREAL GAZETTE			MORN	313	1
MONTREAL GAZETTE			SATURDAY	626	2
MONTREAL GAZETTE			SUNDAY	309	1
LE JOURNAL DE MONTREAL (F)			MORN	2,652	9
LE JOURNAL DE MONTREAL (F)			SATURDAY	3,156	10
LE JOURNAL DE MONTREAL (F)			SUNDAY	3,885	13
MONTREAL LA PRESSE (F)			MORN	1,022	3
MONTREAL LA PRESSE (F)			SATURDAY	2,040	7
MONTREAL LA PRESSE (F)			SUNDAY	1,171	4
MONTREAL ECHOS VEDETTES (F)			SAT.	1,938	6
SHERBROOKE LA TRIBUNE (F)			MORN	505	2
SHERBROOKE LA TRIBUNE (F)			SUNDAY	600	2
SHERBROOKE	50,400	R15			
MONTREAL LE DEVOIR (F)			MORN	400	1
MONTREAL LE DEVOIR (F)			SATURDAY	474	1
MONTREAL GAZETTE			MORN	780	2
MONTREAL GAZETTE			SATURDAY	1,544	3
MONTREAL GAZETTE			SUNDAY	866	2
LE JOURNAL DE MONTREAL (F)			MORN	2,359	5
LE JOURNAL DE MONTREAL (F)			SATURDAY	2,631	5
LE JOURNAL DE MONTREAL (F)			SUNDAY	4,066	8
MONTREAL LA PRESSE (F)			MORN	1,615	3
MONTREAL LA PRESSE (F)			SATURDAY	3,275	6
MONTREAL LA PRESSE (F)			SUNDAY	2,220	4
MONTREAL ECHOS VEDETTES (F)			SAT.	2,242	4
* SHERBROOKE RECORD			MORN	1,725	3
* SHERBROOKE LA TRIBUNE (F)			MORN	19,945	40
* SHERBROOKE LA TRIBUNE (F)			SUNDAY	24,968	50
SOULANGES	6,400	R25			
LE JOURNAL DE MONTREAL (F)			MORN	1,258	20
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,609	25
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,541	24
MONTREAL LA PRESSE (F)			MORN	475	7
MONTREAL LA PRESSE (F)			SATURDAY	745	12
MONTREAL LA PRESSE (F)			SUNDAY	421	7
MONTREAL ECHOS VEDETTES (F)			SAT.	497	8
STANSTEAD	15,800	S15			
MONTREAL GAZETTE			MORN	385	2
MONTREAL GAZETTE			SATURDAY	1,096	7
MONTREAL GAZETTE			SUNDAY	438	3
LE JOURNAL DE MONTREAL (F)			MORN	629	4
LE JOURNAL DE MONTREAL (F)			SATURDAY	922	6
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,237	8
MONTREAL LA PRESSE (F)			MORN	276	2
MONTREAL LA PRESSE (F)			SATURDAY	1,188	8
MONTREAL LA PRESSE (F)			SUNDAY	494	3
MONTREAL ECHOS VEDETTES (F)			SAT.	764	5
SHERBROOKE RECORD			MORN	1,092	7
SHERBROOKE LA TRIBUNE (F)			MORN	3,988	25
SHERBROOKE LA TRIBUNE (F)			SUNDAY	4,838	31

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QUEBEC (cont.)					
TEMISCAMINGUE	20,600	K 2			
LE JOURNAL DE MONTREAL (F)			MORN	1,593	8
LE JOURNAL DE MONTREAL (F)			SATURDAY	2,002	10
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,714	8
MONTREAL LA PRESSE (F)			MORN	676	3
MONTREAL LA PRESSE (F)			SATURDAY	1,124	5
MONTREAL LA PRESSE (F)			SUNDAY	402	2
MONTREAL ECHOS VEDETTES (F)			SAT.	1,687	8
* ROUYN LA FRONTIERE (F)			TUE.	8,168	40
NORTH BAY NUGGET			EVE	561	3
TEMISCOUATA	6,400	G23			
MONTREAL ECHOS VEDETTES (F)			SAT.	465	7
LE JOURNAL DE QUEBEC (F)			MORN	404	6
LE JOURNAL DE QUEBEC (F)			SATURDAY	485	8
LE JOURNAL DE QUEBEC (F)			SUNDAY	397	6
QUEBEC LE SOLEIL (F)			MORN	593	9
QUEBEC LE SOLEIL (F)			SATURDAY	690	11
QUEBEC LE SOLEIL (F)			SUNDAY	530	8
TERREBONNE	93,600	M26			
MONTREAL LE DEVOIR (F)			MORN	464	
MONTREAL LE DEVOIR (F)			SATURDAY	797	1
MONTREAL GAZETTE			MORN	2,771	3
MONTREAL GAZETTE			SATURDAY	5,612	6
MONTREAL GAZETTE			SUNDAY	2,685	3
LE JOURNAL DE MONTREAL (F)			MORN	18,369	20
LE JOURNAL DE MONTREAL (F)			SATURDAY	25,349	27
LE JOURNAL DE MONTREAL (F)			SUNDAY	23,045	25
MONTREAL LA PRESSE (F)			MORN	9,631	10
MONTREAL LA PRESSE (F)			SATURDAY	19,807	21
MONTREAL LA PRESSE (F)			SUNDAY	10,462	11
MONTREAL ECHOS VEDETTES (F)			SAT.	6,907	7
* ST. JEROME L'ECHO DU NORD (F)			WED.	8,728	9
VAUDREUIL	23,500	Q25			
MONTREAL GAZETTE			MORN	3,210	14
MONTREAL GAZETTE			SATURDAY	4,986	21
MONTREAL GAZETTE			SUNDAY	3,427	15
LE JOURNAL DE MONTREAL (F)			MORN	3,341	14
LE JOURNAL DE MONTREAL (F)			SATURDAY	4,251	18
LE JOURNAL DE MONTREAL (F)			SUNDAY	4,055	17
MONTREAL LA PRESSE (F)			MORN	2,136	9
MONTREAL LA PRESSE (F)			SATURDAY	3,557	15
MONTREAL LA PRESSE (F)			SUNDAY	2,230	9
MONTREAL ECHOS VEDETTES (F)			SAT.	1,103	5
VERCHERES	24,900	N31			
MONTREAL GAZETTE			MORN	438	2
MONTREAL GAZETTE			SATURDAY	710	3
MONTREAL GAZETTE			SUNDAY	439	2
LE JOURNAL DE MONTREAL (F)			MORN	5,250	21
LE JOURNAL DE MONTREAL (F)			SATURDAY	6,834	27
LE JOURNAL DE MONTREAL (F)			SUNDAY	6,336	25
MONTREAL LA PRESSE (F)			MORN	3,813	15
MONTREAL LA PRESSE (F)			SATURDAY	6,373	26
MONTREAL LA PRESSE (F)			SUNDAY	4,298	17
MONTREAL ECHOS VEDETTES (F)			SAT.	1,696	7

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QUEBEC (cont.)					
WOLFE	5,200	P17			
MONTREAL ECHOS VEDETTES (F)			SAT.	289	6
SHERBROOKE LA TRIBUNE (F)			MORN	1,451	28
SHERBROOKE LA TRIBUNE (F)			SUNDAY	1,544	30
YAMASKA	5,000	O12			
LE JOURNAL DE MONTREAL (F)			MORN	362	7
LE JOURNAL DE MONTREAL (F)			SATURDAY	622	12
LE JOURNAL DE MONTREAL (F)			SUNDAY	505	10
MONTREAL LA PRESSE (F)			SATURDAY	253	5
MONTREAL ECHOS VEDETTES (F)			SAT.	544	11
TROIS RIVIERES LE NOUVELLISTE (F)			MORN	428	9
ONTARIO					
ALGOMA	46,400	D12			
• SAULT STE. MARIE SAULT STAR			EVE	26,267	57
SUDBURY STAR			EVE	595	1
TORONTO STAR			ALL DAY	1,730	4
TORONTO STAR			SATURDAY	2,199	5
TORONTO STAR			SUNDAY	2,082	4
BRANT	41,900	R16			
• BRANTFORD EXPOSITOR			EVE	27,186	65
HAMILTON SPECTATOR			EVE	1,013	2
TORONTO STAR			ALL DAY	2,514	6
TORONTO STAR			SATURDAY	3,658	9
TORONTO STAR			SUNDAY	3,274	8
TORONTO SUN			MORN	2,162	5
TORONTO SUN			SATURDAY	1,775	4
TORONTO SUN			SUNDAY	1,872	4
BRUCE	23,200	M14			
• CHESLEY ENTERPRISE			WED.	1,535	7
HANOVER POST			TUE.	800	3
KITCHENER-WATERLOO RECORD			EVE	1,180	5
KITCHENER-WATERLOO RECORD			SATURDAY	1,287	6
LONDON FREE PRESS			MORN	694	3
OWEN SOUND SUN TIMES			EVE	8,322	36
• PORT ELGIN BEACON TIMES			WED.	3,720	16
TORONTO STAR			ALL DAY	2,754	12
TORONTO STAR			SATURDAY	5,056	22
TORONTO STAR			SUNDAY	3,617	16
TORONTO SUN			SATURDAY	755	3
TORONTO SUN			SUNDAY	1,189	5
• WIARTON ECHO			WED.	3,260	14
COCHRANE	33,900	E 6			
• COCHRANE NORTHLAND POST			WED.	2,450	7
• IROQUOIS FALLS ENTERPRISE			WED.	2,461	7
• TIMMINS DAILY PRESS			EVE	12,401	37
TORONTO STAR			ALL DAY	925	3
TORONTO STAR			SATURDAY	1,356	4
TORONTO STAR			SUNDAY	893	3

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ONTARIO (cont.)					
DUFFERIN	13,200	O17			
* ORANGEVILLE BANNER			W, F	6,365	48
TORONTO STAR			ALL DAY	1,880	14
TORONTO STAR			SATURDAY	4,181	32
TORONTO STAR			SUNDAY	2,019	15
TORONTO SUN			MORN	1,372	10
TORONTO SUN			SATURDAY	1,391	11
TORONTO SUN			SUNDAY	4,002	30
DURHAM	138,300	I10			
LINDSAY DAILY POST			EVE	589	
* OSHAWA TIMES			EVE	20,677	15
TORONTO STAR			ALL DAY	25,397	18
TORONTO STAR			SATURDAY	43,681	32
TORONTO STAR			SUNDAY	24,625	18
TORONTO SUN			MORN	20,394	15
TORONTO SUN			SATURDAY	14,730	11
TORONTO SUN			SUNDAY	44,222	32
ELGIN	27,300	S13			
* AYLMER EXPRESS			WED.	3,618	13
LONDON FREE PRESS			MORN	8,341	31
* ST. THOMAS TIMES-JOURNAL			EVE	9,578	35
TILLSONBURG NEWS			M, W, F	697	3
TORONTO STAR			ALL DAY	466	2
TORONTO STAR			SATURDAY	472	2
TORONTO STAR			SUNDAY	2,496	9
ESSEX	119,900	T 8			
* LEAMINGTON POST			TUE.	6,298	5
TORONTO STAR			SATURDAY	1,273	1
TORONTO STAR			SUNDAY	1,621	1
* WINDSOR STAR			EVE	82,612	69
FRONTENAC	46,900	M27			
* KINGSTON WHIG-STANDARD			EVE	25,922	55
OTTAWA CITIZEN			ALL DAY	438	1
OTTAWA CITIZEN			SATURDAY	682	1
OTTAWA CITIZEN			SUNDAY	326	1
OTTAWA SUN			MORN	438	1
OTTAWA SUN			SUNDAY	661	1
TORONTO STAR			ALL DAY	3,279	7
TORONTO STAR			SATURDAY	4,191	9
TORONTO STAR			SUNDAY	4,465	10
GREY	29,900	M16			
COLLINGWOOD ENTERPRISE-BULLETIN			W, SAT.	296	1
* DURHAM CHRONICLE			WED.	1,528	5
* HANOVER POST			TUE.	3,741	13
KITCHENER-WATERLOO RECORD			EVE	698	2
KITCHENER-WATERLOO RECORD			SATURDAY	845	3
* MARKDALE STANDARD			WED.	1,373	5
* MEAFORD EXPRESS			WED.	2,340	8
* OWEN SOUND SUN TIMES			EVE	15,238	51
TORONTO STAR			ALL DAY	2,581	9
TORONTO STAR			SATURDAY	5,301	18
TORONTO STAR			SUNDAY	3,368	11
TORONTO SUN			SATURDAY	906	3
TORONTO SUN			SUNDAY	1,532	5

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ONTARIO (cont.)					
HALDIMAND-NORFOLK	35,700	S16			
BRANTFORD EXPOSITOR			EVE	2,705	8
* DELHI NEWS-RECORD			WED.	3,092	9
* DUNNVILLE CHRONICLE			WED.	2,379	7
HAMILTON SPECTATOR			EVE	7,362	21
LONDON FREE PRESS			MORN	524	1
* SIMCOE REFORMER			EVE	10,336	29
TILLSONBURG NEWS			M, W, F	1,076	3
TORONTO STAR			ALL DAY	2,115	6
TORONTO STAR			SATURDAY	3,434	10
TORONTO STAR			SUNDAY	3,284	9
TORONTO SUN			MORN	843	2
TORONTO SUN			SATURDAY	762	2
TORONTO SUN			SUNDAY	877	2
HALIBURTON	5,400	K22			
* HALIBURTON COUNTY ECHO			WED.	3,782	70
TORONTO STAR			ALL DAY	1,107	21
TORONTO STAR			SATURDAY	2,720	50
TORONTO STAR			SUNDAY	1,533	28
HALTON	108,200	L 5			
TORONTO STAR			ALL DAY	20,177	19
TORONTO STAR			SATURDAY	30,235	28
TORONTO STAR			SUNDAY	19,752	18
TORONTO SUN			MORN	11,762	11
TORONTO SUN			SATURDAY	7,901	7
TORONTO SUN			SUNDAY	24,296	22
BURLINGTON SPECTATOR			EVE	21,946	20
HAMILTON-WENTWORTH	167,800	M 4			
* HAMILTON SPECTATOR			EVE	97,744	58
TORONTO STAR			ALL DAY	6,107	4
TORONTO STAR			SATURDAY	6,595	4
TORONTO STAR			SUNDAY	8,979	5
TORONTO SUN			MORN	8,143	5
TORONTO SUN			SATURDAY	6,346	4
TORONTO SUN			SUNDAY	9,275	6
HASTINGS	44,000	O25			
* BELLEVILLE INTELLIGENCER			EVE	17,432	40
KINGSTON WHIG-STANDARD			EVE	395	1
TORONTO STAR			ALL DAY	5,707	13
TORONTO STAR			SATURDAY	8,386	19
TORONTO STAR			SUNDAY	6,648	15
TORONTO SUN			SUNDAY	1,563	4
* TRENTON TRENTONIAN AND TRI-COUNTY NEWS			M, W, F	6,781	15
HURON	21,100	O13			
KITCHENER-WATERLOO RECORD			EVE	771	4
KITCHENER-WATERLOO RECORD			SATURDAY	927	4
LONDON FREE PRESS			MORN	5,775	27
TORONTO STAR			ALL DAY	935	4
TORONTO STAR			SATURDAY	1,539	7
TORONTO STAR			SUNDAY	1,837	9

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ONTARIO (cont.)					
KENORA	21,100	C 4			
* DRYDEN OBSERVER			TUE.	5,512	26
* KENORA DAILY MINER AND NEWS			EVE	4,806	23
THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL			MORN	1,066	5
THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL			MORN/EVE	1,081	5
THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL			SUNDAY	951	5
WINNIPEG FREE PRESS			MORN	2,899	14
WINNIPEG FREE PRESS			SATURDAY	4,074	19
WINNIPEG FREE PRESS			SUNDAY	2,447	12
WINNIPEG SUN			MORN	535	3
WINNIPEG SUN			SUNDAY	575	3
KENT	39,800	T11			
* BLENHEIM NEWS-TRIBUNE			WED.	2,930	7
* CHATHAM DAILY NEWS			EVE	15,918	40
LONDON FREE PRESS			MORN	7,713	19
TORONTO STAR			ALL DAY	633	2
TORONTO STAR			SATURDAY	738	2
TORONTO STAR			SUNDAY	1,862	5
WINDSOR STAR			EVE	2,822	7
LAMBTON	47,500	R11			
LONDON FREE PRESS			MORN	10,908	23
* SARNIA OBSERVER			EVE	23,294	49
TORONTO STAR			ALL DAY	523	1
TORONTO STAR			SATURDAY	1,213	3
TORONTO STAR			SUNDAY	3,119	7
LANARK	19,600	L28			
* ALMONTE GAZETTE			WED.	2,464	13
ARNPRIOR CHRONICLE-GUIDE			WED.	321	2
* CARLETON PLACE CANADIAN			WED.	3,528	18
OTTAWA CITIZEN			ALL DAY	8,204	42
OTTAWA CITIZEN			SATURDAY	10,878	56
OTTAWA CITIZEN			SUNDAY	7,917	40
OTTAWA SUN			MORN	510	3
OTTAWA SUN			SUNDAY	863	4
* PERTH COURIER			WED.	5,254	27
* SMITHS FALLS RECORD NEWS			WED.	3,728	19
TORONTO STAR			ALL DAY	334	2
TORONTO STAR			SATURDAY	578	3
TORONTO STAR			SUNDAY	547	3
LEEDS & GRENVILLE	32,700	N29			
* BROCKVILLE RECORDER AND TIMES			EVE	16,037	49
* GANANOQUE REPORTER			WED.	3,838	12
KINGSTON WHIG-STANDARD			EVE	2,402	7
OTTAWA CITIZEN			ALL DAY	3,681	11
OTTAWA CITIZEN			SATURDAY	5,460	17
OTTAWA CITIZEN			SUNDAY	3,494	11
OTTAWA SUN			MORN	527	2
OTTAWA SUN			SUNDAY	871	3
SMITHS FALLS RECORD NEWS			WED.	696	2
TORONTO STAR			ALL DAY	889	3
TORONTO STAR			SATURDAY	1,351	4
TORONTO STAR			SUNDAY	1,555	5

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ONTARIO (cont.)					
LENNOX & ADDINGTON	12,800	O26			
KINGSTON WHIG-STANDARD			EVE	5,101	40
TORONTO STAR			ALL DAY	788	6
TORONTO STAR			SATURDAY	1,019	8
TORONTO STAR			SUNDAY	1,059	8
MANITOULIN	3,900	G13			
* LITTLE CURRENT MANITOULIN EXPOSITOR			WED.	2,970	76
SUDBURY STAR			EVE	650	17
TORONTO STAR			ALL DAY	224	6
TORONTO STAR			SATURDAY	224	6
TORONTO STAR			SUNDAY	182	5
MIDDLESEX	141,600	R13			
* LONDON FREE PRESS			MORN	72,426	51
* STRATHROY AGE DISPATCH			WED.	5,102	4
TORONTO STAR			ALL DAY	4,030	3
TORONTO STAR			SATURDAY	4,942	3
TORONTO STAR			SUNDAY	18,325	13
TORONTO SUN			SUNDAY	2,059	1
MUSKOKA	18,600	K20			
* BRACEBRIDGE HERALD-GAZETTE			WED.	4,338	23
* GRAVENHURST NEWS			WED.	2,161	12
* HUNTSVILLE FORESTER			WED.	5,341	29
TORONTO STAR			ALL DAY	4,211	23
TORONTO STAR			SATURDAY	8,707	47
TORONTO STAR			SUNDAY	4,729	25
TORONTO SUN			SATURDAY	1,394	7
TORONTO SUN			SUNDAY	2,351	13
NIAGARA	147,700	P 8			
HAMILTON SPECTATOR			EVE	6,441	4
* NIAGARA FALLS REVIEW			EVE	21,873	15
* ST. CATHARINES STANDARD			EVE	41,294	28
TORONTO STAR			ALL DAY	11,365	8
TORONTO STAR			SATURDAY	16,002	11
TORONTO STAR			SUNDAY	14,595	10
TORONTO SUN			MORN	4,837	3
TORONTO SUN			SATURDAY	4,420	3
TORONTO SUN			SUNDAY	7,240	5
* WELLAND EVENING TRIBUNE			EVE	16,923	11
NIPISSING	31,000	G22			
* NORTH BAY NUGGET			EVE	18,964	61
TORONTO STAR			ALL DAY	2,332	8
TORONTO STAR			SATURDAY	2,696	9
TORONTO STAR			SUNDAY	3,079	10

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ONTARIO (cont.)					
NORTHUMBERLAND	28,000	O23			
• COBOURG DAILY STAR			EVE	5,670	20
PETERBOROUGH EXAMINER			EVE	1,126	4
PETERBOROUGH EXAMINER			SUNDAY	964	3
• PORT HOPE EVENING GUIDE			EVE	3,259	12
TORONTO STAR			ALL DAY	3,799	14
TORONTO STAR			SATURDAY	6,296	22
TORONTO STAR			SUNDAY	4,204	15
TORONTO SUN			MORN	1,248	4
TORONTO SUN			SATURDAY	1,070	4
TORONTO SUN			SUNDAY	2,743	10
TRENTON TRENTONIAN AND TRI-COUNTY NEWS			M, W, F	903	3
OTTAWA-CARLETON	250,000	K29			
MONTREAL LE DEVOIR (F)			MORN	1,653	1
MONTREAL LE DEVOIR (F)			SATURDAY	1,546	1
MONTREAL GAZETTE			MORN	2,666	1
MONTREAL GAZETTE			SATURDAY	2,836	1
MONTREAL GAZETTE			SUNDAY	2,107	1
LE JOURNAL DE MONTREAL (F)			MORN	2,414	1
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,774	1
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,908	1
MONTREAL LA PRESSE (F)			MORN	1,988	1
MONTREAL LA PRESSE (F)			SATURDAY	1,856	1
MONTREAL LA PRESSE (F)			SUNDAY	1,076	
MONTREAL ECHOS VEDETTES (F)			SAT.	592	
ALEXANDRIA GLENGARRY NEWS			WED.	323	
ARNPRIOR CHRONICLE-GUIDE			WED.	779	
• OTTAWA CITIZEN			ALL DAY	131,112	52
• OTTAWA CITIZEN			SATURDAY	167,843	67
• OTTAWA CITIZEN			SUNDAY	114,759	46
• OTTAWA LE DROIT			ALL DAY	6,377	3
• OTTAWA LE DROIT			SATURDAY	6,581	3
• OTTAWA SUN			MORN	33,431	13
• OTTAWA SUN			SUNDAY	34,707	14
• STITTSVILLE NEWS			WED.	3,732	1
TORONTO STAR			ALL DAY	2,430	1
TORONTO STAR			SATURDAY	3,374	1
TORONTO STAR			SUNDAY	4,827	2
OXFORD	33,800	R15			
BRANTFORD EXPOSITOR			EVE	470	1
DELHI NEWS-RECORD			WED.	374	1
KITCHENER-WATERLOO RECORD			EVE	1,086	3
KITCHENER-WATERLOO RECORD			SATURDAY	1,204	4
LONDON FREE PRESS			MORN	8,761	26
STRATFORD BEACON-HERALD			EVE	620	2
• TILLSONBURG NEWS			M, W, F	3,902	12
TORONTO STAR			ALL DAY	999	3
TORONTO STAR			SATURDAY	1,532	5
TORONTO STAR			SUNDAY	2,266	7
TORONTO SUN			SUNDAY	408	1
• WOODSTOCK DAILY SENTINEL-REVIEW			EVE	10,306	30

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ONTARIO (cont.)					
PARRY SOUND	14,700	I19			
NORTH BAY NUGGET			EVE	2,881	20
TORONTO STAR			ALL DAY	2,391	16
TORONTO STAR			SATURDAY	3,943	27
TORONTO STAR			SUNDAY	2,715	18
TORONTO SUN			SATURDAY	256	2
TORONTO SUN			SUNDAY	389	3
PEEL	224,500	K16			
ORANGEVILLE BANNER			W, F	567	
TORONTO STAR			ALL DAY	60,376	27
TORONTO STAR			SATURDAY	87,396	39
TORONTO STAR			SUNDAY	54,964	24
TORONTO SUN			MORN	40,717	18
TORONTO SUN			SATURDAY	24,794	11
TORONTO SUN			SUNDAY	73,784	33
PERTH	25,900	P14			
KITCHENER-WATERLOO RECORD			EVE	2,300	9
KITCHENER-WATERLOO RECORD			SATURDAY	2,824	11
LONDON FREE PRESS			MORN	2,042	8
* STRATFORD BEACON-HERALD			EVE	12,428	48
TORONTO STAR			ALL DAY	1,214	5
TORONTO STAR			SATURDAY	2,548	10
TORONTO STAR			SUNDAY	2,426	9
TORONTO SUN			SUNDAY	271	1
PETERBOROUGH	43,800	N23			
* PETERBOROUGH EXAMINER			EVE	23,804	54
* PETERBOROUGH EXAMINER			SUNDAY	21,336	49
TORONTO STAR			ALL DAY	4,378	10
TORONTO STAR			SATURDAY	9,442	22
TORONTO STAR			SUNDAY	5,427	12
TORONTO SUN			MORN	2,422	6
TORONTO SUN			SATURDAY	2,092	5
TORONTO SUN			SUNDAY	4,077	9
PRESCOTT & RUSSELL	22,100	K32			
MONTREAL GAZETTE			SATURDAY	315	1
LE JOURNAL DE MONTREAL (F)			MORN	746	3
LE JOURNAL DE MONTREAL (F)			SATURDAY	998	5
LE JOURNAL DE MONTREAL (F)			SUNDAY	939	4
MONTREAL ECHOS VEDETTES (F)			SAT.	459	2
ALEXANDRIA GLENGARRY NEWS			WED.	479	2
OTTAWA CITIZEN			ALL DAY	4,683	21
OTTAWA CITIZEN			SATURDAY	6,399	29
OTTAWA CITIZEN			SUNDAY	4,589	21
OTTAWA LE DROIT			ALL DAY	3,031	14
OTTAWA LE DROIT			SATURDAY	3,333	15
OTTAWA SUN			SUNDAY	297	1
PRINCE EDWARD	9,100	P25			
BELLEVILLE INTELLIGENCER			EVE	1,158	13
KINGSTON WHIG-STANDARD			EVE	463	5
TORONTO STAR			ALL DAY	874	10
TORONTO STAR			SATURDAY	1,489	16
TORONTO STAR			SUNDAY	1,048	12
TORONTO SUN			SUNDAY	275	3
TRENTON TRENTONIAN AND TRI-COUNTY NEWS			M, W, F	423	5

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ONTARIO (cont.)					
RAINY RIVER	8,200	F 2			
• ATIKOKAN PROGRESS			WED.	1,638	20
• FORT FRANCES TIMES			WED.	5,299	65
THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL			MORN	979	12
THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL			MORN/EVE	987	12
THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL			SUNDAY	903	11
WINNIPEG FREE PRESS			MORN	848	10
WINNIPEG FREE PRESS			SATURDAY	1,184	14
WINNIPEG FREE PRESS			SUNDAY	729	9
RENFREW	33,500	J26			
• ARNPRIOR CHRONICLE-GUIDE			WED.	4,079	12
OTTAWA CITIZEN			ALL DAY	9,867	29
OTTAWA CITIZEN			SATURDAY	13,711	41
OTTAWA CITIZEN			SUNDAY	9,551	29
OTTAWA SUN			MORN	843	3
OTTAWA SUN			SUNDAY	1,425	4
• PEMBROKE OBSERVER			EVE	7,325	22
• RENFREW MERCURY			WED.	4,953	15
TORONTO STAR			ALL DAY	731	2
TORONTO STAR			SATURDAY	1,097	3
TORONTO STAR			SUNDAY	994	3
SIMCOE	103,700	M19			
• ALLISTON HERALD			WED.	5,418	5
• BARRIE EXAMINER			EVE	14,488	14
• COLLINGWOOD ENTERPRISE-BULLETIN			W, SAT.	5,272	5
• MIDLAND FREE PRESS			W, F	6,682	6
• ORILLIA PACKET & TIMES			EVE	10,672	10
TORONTO STAR			ALL DAY	14,434	14
TORONTO STAR			SATURDAY	32,291	31
TORONTO STAR			SUNDAY	16,654	16
TORONTO SUN			MORN	7,162	7
TORONTO SUN			SATURDAY	7,508	7
TORONTO SUN			SUNDAY	19,116	18
STOR. , DUN. & GLEN.	39,500	L32			
MONTREAL GAZETTE			MORN	1,074	3
MONTREAL GAZETTE			SATURDAY	1,604	4
MONTREAL GAZETTE			SUNDAY	1,115	3
LE JOURNAL DE MONTREAL (F)			MORN	351	1
LE JOURNAL DE MONTREAL (F)			SATURDAY	332	1
LE JOURNAL DE MONTREAL (F)			SUNDAY	359	1
• ALEXANDRIA GLENGARRY NEWS			WED.	6,126	16
BROCKVILLE RECORDER AND TIMES			EVE	326	1
• CORNWALL STANDARD-FREEHOLDER			EVE	17,771	45
OTTAWA CITIZEN			ALL DAY	6,662	17
OTTAWA CITIZEN			SATURDAY	8,221	21
OTTAWA CITIZEN			SUNDAY	6,454	16
OTTAWA SUN			MORN	547	1
OTTAWA SUN			SUNDAY	867	2
TORONTO STAR			ALL DAY	361	1
TORONTO STAR			SATURDAY	570	1
TORONTO STAR			SUNDAY	758	2

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COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
ONTARIO (cont.)					
SUDBURY RM	59,100	D16			
LITTLE CURRENT MANITOULIN EXPOSITOR			WED.	552	1
• SUDBURY STAR			EVE	25,906	44
TORONTO STAR			ALL DAY	4,029	7
TORONTO STAR			SATURDAY	4,555	8
TORONTO STAR			SUNDAY	4,566	8
SUDBURY DISTRICT	8,600	C16			
LITTLE CURRENT MANITOULIN EXPOSITOR			WED.	250	3
SUDBURY STAR			EVE	1,481	17
THUNDER BAY	57,200	E 4			
• THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL			MORN/EVE	35,906	63
• THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL			EVE	29,769	52
• THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL			MORN	6,137	11
• THUNDER BAY TIMES-NEWS, CHRONICAL-JOURNAL			SUNDAY	32,344	57
TORONTO STAR			SATURDAY	398	1
TIMISKAMING	14,900	F 7			
MONTREAL ECHOS VEDETTES (F)			SAT.	363	2
• KIRKLAND LAKE NORTHERN DAILY NEWS			EVE	5,629	38
NORTH BAY NUGGET			EVE	1,002	7
TORONTO STAR			ALL DAY	434	3
TORONTO STAR			SATURDAY	657	4
TORONTO STAR			SUNDAY	467	3
TORONTO	811,900	K 8			
MONTREAL GAZETTE			MORN	419	
MONTREAL GAZETTE			SATURDAY	497	
MONTREAL GAZETTE			SUNDAY	330	
MONTREAL LA PRESSE (F)			MORN	395	
MONTREAL LA PRESSE (F)			SATURDAY	557	
MONTREAL LA PRESSE (F)			SUNDAY	261	
LITTLE CURRENT MANITOULIN EXPOSITOR			WED.	253	
OTTAWA CITIZEN			ALL DAY	358	
OTTAWA CITIZEN			SATURDAY	472	
• TORONTO STAR			ALL DAY	251,047	31
• TORONTO STAR			SATURDAY	339,145	42
• TORONTO STAR			SUNDAY	209,437	26
• TORONTO SUN			MORN	133,993	17
• TORONTO SUN			SATURDAY	87,940	11
• TORONTO SUN			SUNDAY	195,890	24
VANCOUVER SUN			SATURDAY	312	
VICTORIA	24,200	M21			
HALIBURTON COUNTY ECHO			WED.	258	1
• LINDSAY DAILY POST			EVE	8,572	35
PETERBOROUGH EXAMINER			EVE	794	3
PETERBOROUGH EXAMINER			SUNDAY	719	3
TORONTO STAR			ALL DAY	4,146	17
TORONTO STAR			SATURDAY	9,316	38
TORONTO STAR			SUNDAY	4,811	20
TORONTO SUN			MORN	1,000	4
TORONTO SUN			SATURDAY	1,007	4
TORONTO SUN			SUNDAY	2,659	11

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ONTARIO (cont.)					
WATERLOO	136,600	L 2			
* CAMBRIDGE REPORTER			EVE	13,125	10
* KITCHENER-WATERLOO RECORD			EVE	63,116	46
* KITCHENER-WATERLOO RECORD			SATURDAY	73,523	54
TORONTO STAR			ALL DAY	4,004	3
TORONTO STAR			SATURDAY	7,319	5
TORONTO STAR			SUNDAY	6,166	5
TORONTO SUN			MORN	6,740	5
TORONTO SUN			SATURDAY	5,273	4
TORONTO SUN			SUNDAY	7,815	6
WELLINGTON	56,000	O16			
* GUELPH DAILY MERCURY			EVE	18,118	32
KITCHENER-WATERLOO RECORD			EVE	5,587	10
KITCHENER-WATERLOO RECORD			SATURDAY	6,906	12
TORONTO STAR			ALL DAY	4,019	7
TORONTO STAR			SATURDAY	8,652	15
TORONTO STAR			SUNDAY	5,616	10
TORONTO SUN			MORN	3,184	6
TORONTO SUN			SATURDAY	2,421	4
TORONTO SUN			SUNDAY	4,709	8
YORK	151,500	J 7			
TORONTO STAR			ALL DAY	46,548	31
TORONTO STAR			SATURDAY	74,244	49
TORONTO STAR			SUNDAY	44,423	29
TORONTO SUN			MORN	20,041	13
TORONTO SUN			SATURDAY	11,992	8
TORONTO SUN			SUNDAY	37,604	25

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CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
MANITOBA					
CEN. DIV. 01	6,300	Q13			
STEINBACH CARILLON			WED.	1,096	17
WINNIPEG FREE PRESS			MORN	1,867	30
WINNIPEG FREE PRESS			SATURDAY	3,392	54
WINNIPEG FREE PRESS			SUNDAY	1,725	27
WINNIPEG SUN			MORN	284	5
WINNIPEG SUN			SUNDAY	426	7
CEN. DIV. 02	14,000	R11			
* STEINBACH CARILLON			WED.	7,868	56
WINNIPEG FREE PRESS			MORN	3,227	23
WINNIPEG FREE PRESS			SATURDAY	6,323	45
WINNIPEG FREE PRESS			SUNDAY	2,975	21
WINNIPEG SUN			MORN	571	4
WINNIPEG SUN			SUNDAY	980	7
CEN. DIV. 03	13,200	S 9			
STEINBACH CARILLON			WED.	695	5
WINNIPEG FREE PRESS			MORN	2,862	22
WINNIPEG FREE PRESS			SATURDAY	6,180	47
WINNIPEG FREE PRESS			SUNDAY	2,655	20
WINNIPEG SUN			MORN	444	3
WINNIPEG SUN			SUNDAY	569	4
CEN. DIV. 04	3,800	S 8			
WINNIPEG FREE PRESS			MORN	756	20
WINNIPEG FREE PRESS			SATURDAY	1,490	39
WINNIPEG FREE PRESS			SUNDAY	708	19
CEN. DIV. 05	5,900	S 3			
BRANDON SUN			EVE	1,624	28
BRANDON SUN			SUNDAY	1,420	24
WINNIPEG FREE PRESS			MORN	434	7
WINNIPEG FREE PRESS			SATURDAY	740	13
WINNIPEG FREE PRESS			SUNDAY	387	7
CEN. DIV. 06	3,800	Q 2			
BRANDON SUN			EVE	1,180	31
BRANDON SUN			SUNDAY	1,026	27
WINNIPEG FREE PRESS			MORN	227	6
WINNIPEG FREE PRESS			SATURDAY	369	10
WINNIPEG FREE PRESS			SUNDAY	190	5
CEN. DIV. 07	20,900	Q 5			
* BRANDON SUN			EVE	13,641	65
* BRANDON SUN			SUNDAY	12,378	59
WINNIPEG FREE PRESS			MORN	1,593	8
WINNIPEG FREE PRESS			SATURDAY	2,437	12
WINNIPEG FREE PRESS			SUNDAY	1,522	7
WINNIPEG SUN			MORN	702	3
WINNIPEG SUN			SUNDAY	766	4
CEN. DIV. 08	5,300	P 7			
VIRDEN EMPIRE ADVANCE			WED.	2,405	45
WINNIPEG FREE PRESS			MORN	686	13
WINNIPEG FREE PRESS			SATURDAY	1,417	27
WINNIPEG FREE PRESS			SUNDAY	623	12

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CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
MANITOBA (cont.)					
CEN. DIV. 09	8,300	Q 8			
* PORTAGE LA PRAIRIE DAILY GRAPHIC			EVE	4,186	50
WINNIPEG FREE PRESS			MORN	1,865	22
WINNIPEG FREE PRESS			SATURDAY	3,293	40
WINNIPEG FREE PRESS			SUNDAY	1,608	19
WINNIPEG SUN			MORN	552	7
WINNIPEG SUN			SUNDAY	823	10
CEN. DIV. 10	2,100	Q10			
WINNIPEG FREE PRESS			MORN	728	35
WINNIPEG FREE PRESS			SATURDAY	1,307	62
WINNIPEG FREE PRESS			SUNDAY	611	29
CEN. DIV. 11	237,800	G11			
STEINBACH CARILLON			WED.	1,232	1
* WINNIPEG FREE PRESS			MORN	125,084	53
* WINNIPEG FREE PRESS			SATURDAY	166,346	70
* WINNIPEG FREE PRESS			SUNDAY	113,291	48
* WINNIPEG SUN			MORN	42,592	18
* WINNIPEG SUN			SUNDAY	48,944	21
CEN. DIV. 12	5,700	Q11			
STEINBACH CARILLON			WED.	371	7
WINNIPEG FREE PRESS			MORN	2,168	38
WINNIPEG FREE PRESS			SATURDAY	3,648	64
WINNIPEG FREE PRESS			SUNDAY	2,114	37
WINNIPEG SUN			SUNDAY	349	6
CEN. DIV. 13	12,500	P11			
WINNIPEG FREE PRESS			MORN	4,568	37
WINNIPEG FREE PRESS			SATURDAY	7,254	58
WINNIPEG FREE PRESS			SUNDAY	4,252	34
WINNIPEG SUN			MORN	852	7
WINNIPEG SUN			SUNDAY	1,282	10
CEN. DIV. 14	5,000	P10			
WINNIPEG FREE PRESS			MORN	1,882	38
WINNIPEG FREE PRESS			SATURDAY	3,611	72
WINNIPEG FREE PRESS			SUNDAY	1,767	35
WINNIPEG SUN			SUNDAY	323	6
CEN. DIV. 15	9,400	O 3			
BRANDON SUN			EVE	1,988	21
BRANDON SUN			SUNDAY	1,707	18
WINNIPEG FREE PRESS			MORN	852	9
WINNIPEG FREE PRESS			SATURDAY	1,579	17
WINNIPEG FREE PRESS			SUNDAY	743	8
WINNIPEG SUN			SUNDAY	250	3
CEN. DIV. 16	4,400	M 2			
WINNIPEG FREE PRESS			MORN	520	12
WINNIPEG FREE PRESS			SATURDAY	794	18
WINNIPEG FREE PRESS			SUNDAY	496	11
YORKTON ENTERPRISE			M, W	282	6
CEN. DIV. 17	10,400	M 5			
WINNIPEG FREE PRESS			MORN	1,381	13
WINNIPEG FREE PRESS			SATURDAY	2,267	22
WINNIPEG FREE PRESS			SUNDAY	1,256	12

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MANITOBA (cont.)					
CEN. DIV. 18	8,400	N 9			
WINNIPEG FREE PRESS			MORN	2,899	35
WINNIPEG FREE PRESS			SATURDAY	5,080	60
WINNIPEG FREE PRESS			SUNDAY	2,416	29
WINNIPEG SUN			MORN	288	3
WINNIPEG SUN			SUNDAY	434	5
CEN. DIV. 19	3,300	L14			
CEN. DIV. 20	4,600	G 2			
WINNIPEG FREE PRESS			MORN	597	13
WINNIPEG FREE PRESS			SATURDAY	830	18
WINNIPEG FREE PRESS			SUNDAY	573	12
CEN. DIV. 21	7,500	E 2			
WINNIPEG FREE PRESS			MORN	1,552	21
WINNIPEG FREE PRESS			SATURDAY	2,112	28
WINNIPEG FREE PRESS			SUNDAY	1,614	22
WINNIPEG SUN			SUNDAY	264	4
CEN. DIV. 22	8,400	E 4			
WINNIPEG FREE PRESS			MORN	1,027	12
WINNIPEG FREE PRESS			SATURDAY	1,514	18
WINNIPEG FREE PRESS			SUNDAY	747	9
WINNIPEG SUN			MORN	509	6
WINNIPEG SUN			SUNDAY	312	4
CEN. DIV. 23	2,400	C 3			
WINNIPEG FREE PRESS			MORN	327	14
WINNIPEG FREE PRESS			SATURDAY	414	17
WINNIPEG FREE PRESS			SUNDAY	227	9
SASKATCHEWAN					
CEN. DIV. 01	11,800	S14			
* CARLYLE OBSERVER			TUE.	1,578	13
* ESTEVAN MERCURY			WED.	4,112	35
MOOSOMIN WORLD SPECTATOR			WED.	513	4
* REDVERS OPTIMIST			TUE.	1,116	9
REGINA LEADER POST			EVE	3,202	27
CEN. DIV. 02	9,300	S10			
* BENGOUGH CROSS-COUNTRY CONNECTION			MON.	666	7
ESTEVAN MERCURY			WED.	293	3
* RADVILLE STAR			WED.	726	8
REGINA LEADER POST			EVE	2,633	28
* WEYBURN REVIEW			TUE.	5,031	54
CEN. DIV. 03	6,900	S 7			
* ASSINIBOIA TIMES			TUE.	2,735	40
REGINA LEADER POST			EVE	1,325	19
CEN. DIV. 04	4,900	R 3			
* MAPLE CREEK NEWS			TUE.	1,551	32
REGINA LEADER POST			EVE	663	14
SWIFT CURRENT SUN			M, W	370	8

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SASKATCHEWAN (cont.)					
CEN. DIV. 05	14,200	P14			
INDIAN HEAD WOLSELY NEWS			TUE.	449	3
* LANGENBURG FOUR-TOWN JOURNAL			WED.	1,665	12
* MELVILLE ADVANCE			WED.	3,122	22
* MOOSOMIN WORLD SPECTATOR			WED.	2,289	16
REGINA LEADER POST			EVE	3,586	25
* WHITEWOOD HERALD			MON.	790	6
YORKTON ENTERPRISE			M, W	1,686	12
CEN. DIV. 06	80,200	P10			
BENGOUGH CROSS-COUNTRY CONNECTION			MON.	253	
* INDIAN HEAD WOLSELY NEWS			TUE.	1,508	2
MELVILLE ADVANCE			WED.	280	
NOKOMIS LAST MOUNTAIN TIMES			MON.	591	1
* REGINA LEADER POST			EVE	49,703	62
WEYBURN REVIEW			TUE.	403	1
CEN. DIV. 07	18,700	P 7			
ASSINIBOIA TIMES			TUE.	436	2
* MOOSE JAW TIMES-HERALD			EVE	8,876	47
OUTLOOK OUTLOOK			MON.	357	2
REGINA LEADER POST			EVE	2,483	13
SWIFT CURRENT SUN			M, W	269	1
CEN. DIV. 08	12,600	O 3			
KINDERSLEY CLARION			WED.	357	3
* LEADER NEWS			WED.	880	7
MAPLE CREEK NEWS			TUE.	407	3
REGINA LEADER POST			EVE	1,865	15
SASKATOON STAR-PHOENIX			MORN	530	4
* SWIFT CURRENT SUN			M, W	3,650	29
CEN. DIV. 09	16,100	M13			
* CANORA COURIER			WED.	2,215	14
FOAM LAKE REVIEW			MON.	306	2
* KAMSACK TIMES			THUR.	1,750	11
* NORQUAY NORTH STAR			THUR.	808	5
* PREECEVILLE PROGRESS			THUR.	1,474	9
REGINA LEADER POST			EVE	2,383	15
WADENA NEWS			THUR.	336	2
* YORKTON ENTERPRISE			M, W	5,492	34
CEN. DIV. 10	8,400	M11			
* FOAM LAKE REVIEW			MON.	1,126	13
* ITUNA NEWS			MON.	768	9
REGINA LEADER POST			EVE	806	10
ROSE VALLEY VIEW FROM HERE			TUE.	264	3
SASKATOON STAR-PHOENIX			MORN	803	10
* SEMANS HI-WAY 15 GAZETTE			MON.	966	12
* WADENA NEWS			THUR.	1,692	20
* WYNYARD ADVANCE			MON.	1,458	17
YORKTON ENTERPRISE			M, W	950	11

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SASKATCHEWAN (cont.)					
CEN. DIV. 11	82,500	M 8			
* DAVIDSON LEADER			MON.	1,393	2
HUMBOLDT JOURNAL			WED.	323	
* NOKOMIS LAST MOUNTAIN TIMES			MON.	768	1
* OUTLOOK OUTLOOK			MON.	1,410	2
REGINA LEADER POST			EVE	554	1
ROSTHERN SASKATCHEWAN VALLEY NEWS			THUR.	1,039	1
* SASKATOON STAR-PHOENIX			MORN	47,575	58
* WATROUS MANITOU			MON.	1,717	2
CEN. DIV. 12	8,800	M 5			
NORTH BATTLEFORD NEWS-OPTIMIST			W, SUN.	629	7
NORTH BATTLEFORD NEWS-OPTIMIST			W, SUN.	620	7
OUTLOOK OUTLOOK			MON.	569	6
SASKATOON STAR-PHOENIX			MORN	1,961	22
CEN. DIV. 13	8,900	L 2			
* CUT KNIFE HIGHWAY 40 COURIER			WED.	432	5
* KERROBERT CITIZEN			WED.	521	6
* KINDERSLEY CLARION			WED.	2,587	29
SASKATOON STAR-PHOENIX			MORN	2,015	23
* UNITY NORTHWEST HERALD			THUR.	1,770	20
* WILKIE PRESS			WED.	692	8
CEN. DIV. 14	15,900	J12			
* HUDSON BAY POST-REVIEW			WED.	2,357	15
* KELVINGTON RADIO			THUR.	754	5
* NIPAWIN JOURNAL			WED.	3,977	25
* ROSE VALLEY VIEW FROM HERE			TUE.	797	5
SASKATOON STAR-PHOENIX			MORN	2,681	17
* TISDALE RECORDER			MON.	2,326	15
WADENA NEWS			THUR.	686	4
* WATSON NAICAM NEWS			MON.	619	4
YORKTON ENTERPRISE			M, W	250	2
CEN. DIV. 15	28,100	J 8			
* HUMBOLDT JOURNAL			WED.	2,942	10
* PRINCE ALBERT DAILY HERALD			EVE	9,248	33
* ROSTHERN SASKATCHEWAN VALLEY NEWS			THUR.	1,732	6
SASKATOON STAR-PHOENIX			MORN	4,393	16
CEN. DIV. 16	13,700	I 6			
* NORTH BATTLEFORD NEWS-OPTIMIST			W, SUN.	2,798	20
* NORTH BATTLEFORD NEWS-OPTIMIST			W, SUN.	2,841	21
PRINCE ALBERT DAILY HERALD			EVE	345	3
SASKATOON STAR-PHOENIX			MORN	2,429	18
* SHELLBROOK CHRONICLE			TUE.	1,978	14
* SPIRITWOOD HERALD			WED.	808	6
CEN. DIV. 17	12,100	H 3			
* MEADOW LAKE PROGRESS			TUE.	2,362	20
NORTH BATTLEFORD NEWS-OPTIMIST			W, SUN.	411	3
NORTH BATTLEFORD NEWS-OPTIMIST			W, SUN.	404	3
SASKATOON STAR-PHOENIX			MORN	1,437	12
CEN. DIV. 18	6,400	C 3			
* LA RONGE NORTHERNER			WED.	1,575	25
SASKATOON STAR-PHOENIX			MORN	495	8

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ALBERTA					
CEN. DIV. 01	22,300	R14			
MAPLE CREEK NEWS			TUE.	278	1
CALGARY HERALD			MORN	384	2
CALGARY HERALD			FRIDAY	442	2
CALGARY HERALD			SUNDAY	553	2
CALGARY SUN			MORN	1,651	7
CALGARY SUN			SUNDAY	2,311	10
LETHBRIDGE HERALD			EVE	412	2
* MEDICINE HAT NEWS			EVE	13,468	60
CEN. DIV. 02	45,600	Q12			
CALGARY HERALD			MORN	1,412	3
CALGARY HERALD			FRIDAY	1,787	4
CALGARY HERALD			SUNDAY	1,731	4
CALGARY SUN			MORN	3,197	7
CALGARY SUN			SUNDAY	4,319	9
* LETHBRIDGE HERALD			EVE	20,368	45
* RAYMOND REVIEW			TUE.	1,741	4
CEN. DIV. 03	10,400	R 9			
CALGARY HERALD			MORN	755	7
CALGARY HERALD			FRIDAY	1,178	11
CALGARY HERALD			SUNDAY	726	7
CALGARY SUN			MORN	792	8
CALGARY SUN			SUNDAY	1,046	10
* CARDSTON CHONICLE			TUE.	1,756	17
* FORT MACLEOD GAZETTE			WED.	1,346	13
LETHBRIDGE HERALD			EVE	2,855	27
CEN. DIV. 04	4,400	N14			
CALGARY HERALD			MORN	304	7
CALGARY HERALD			FRIDAY	412	9
CALGARY HERALD			SUNDAY	271	6
CALGARY SUN			MORN	237	5
CALGARY SUN			SUNDAY	254	6
CEN. DIV. 05	13,300	O10			
CALGARY HERALD			MORN	2,091	16
CALGARY HERALD			FRIDAY	3,886	29
CALGARY HERALD			SUNDAY	1,931	15
CALGARY SUN			MORN	1,079	8
CALGARY SUN			SUNDAY	1,915	14
LETHBRIDGE HERALD			EVE	268	2
* THREE HILLS CAPITAL			WED.	2,763	21
CEN. DIV. 06	302,200	N 9			
* CALGARY HERALD			MORN	117,156	39
* CALGARY HERALD			FRIDAY	152,095	50
* CALGARY HERALD			SUNDAY	109,665	36
* CALGARY SUN			MORN	59,976	20
* CALGARY SUN			SUNDAY	83,096	27
* HIGH RIVER TIMES			TUE.	2,834	1
RED DEER ADVOCATE			EVE	354	
THREE HILLS CAPITAL			WED.	405	
VANCOUVER SUN			SATURDAY	325	

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ALBERTA (cont.)					
CEN. DIV. 07	14,200	K13			
• CORONATION REVIEW			TUE.	1,014	7
EDMONTON JOURNAL			MORN	2,282	16
EDMONTON JOURNAL			FRIDAY	3,068	22
EDMONTON JOURNAL			SUNDAY	1,999	14
EDMONTON SUN			MORN	1,109	8
EDMONTON SUN			SUNDAY	1,319	9
RED DEER ADVOCATE			EVE	499	4
• SEDGEWICK COMMUNITY PRESS			TUE.	3,057	22
• STETTLER INDEPENDENT			WED.	4,060	29
• WAINWRIGHT STAR CHRONICLE			TUE.	2,556	18
CEN. DIV. 08	46,300	K 9			
CALGARY HERALD			MORN	594	1
CALGARY HERALD			FRIDAY	730	2
CALGARY HERALD			SUNDAY	547	1
CALGARY SUN			MORN	1,622	4
CALGARY SUN			SUNDAY	2,316	5
• ECKVILLE EXAMINER			TUE.	601	1
EDMONTON JOURNAL			MORN	1,522	3
EDMONTON JOURNAL			FRIDAY	1,899	4
EDMONTON JOURNAL			SUNDAY	1,451	3
EDMONTON SUN			MORN	1,361	3
EDMONTON SUN			SUNDAY	1,773	4
• LACOMBE GLOBE			WED.	3,401	7
• RED DEER ADVOCATE			EVE	20,925	45
• RIMBEY RECORD			TUE.	1,953	4
ROCKY MOUNTAIN HOUSE MOUNTAINEER			WED.	357	1
• SYLVAN LAKE NEWS			TUE.	867	2
CEN. DIV. 09	5,600	L 6			
EDMONTON JOURNAL			MORN	346	6
EDMONTON JOURNAL			FRIDAY	378	7
EDMONTON JOURNAL			SUNDAY	304	5
RED DEER ADVOCATE			EVE	473	8
• ROCKY MOUNTAIN HOUSE MOUNTAINEER			WED.	3,935	70
CEN. DIV. 10	27,600	I13			
EDMONTON JOURNAL			MORN	4,914	18
EDMONTON JOURNAL			FRIDAY	7,063	26
EDMONTON JOURNAL			SUNDAY	4,316	16
EDMONTON SUN			MORN	3,565	13
EDMONTON SUN			SUNDAY	4,765	17
CEN. DIV. 11	316,400	I 9			
• EDMONTON JOURNAL			MORN	135,265	43
• EDMONTON JOURNAL			FRIDAY	156,471	49
• EDMONTON JOURNAL			SUNDAY	128,258	41
• EDMONTON SUN			MORN	67,788	21
• EDMONTON SUN			SUNDAY	103,253	33
VANCOUVER SUN			SATURDAY	368	
CEN. DIV. 12	15,000	G13			
EDMONTON JOURNAL			MORN	2,658	18
EDMONTON JOURNAL			FRIDAY	3,926	26
EDMONTON JOURNAL			SUNDAY	2,438	16
EDMONTON SUN			MORN	1,439	10
EDMONTON SUN			SUNDAY	1,831	12

*Denotes Newspaper Published Within Census Division

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
ALBERTA (cont.)					
CEN. DIV. 13	21,200	F 4			
EDMONTON JOURNAL			MORN	3,620	17
EDMONTON JOURNAL			FRIDAY	6,259	30
EDMONTON JOURNAL			SUNDAY	3,122	15
EDMONTON SUN			MORN	1,766	8
EDMONTON SUN			SUNDAY	2,784	13
CEN. DIV. 14	9,100	G 3			
EDMONTON JOURNAL			MORN	1,670	18
EDMONTON JOURNAL			FRIDAY	2,295	25
EDMONTON JOURNAL			SUNDAY	1,508	17
EDMONTON SUN			MORN	1,162	13
EDMONTON SUN			SUNDAY	1,662	18
CEN. DIV. 15	9,000	N 7			
CALGARY HERALD			MORN	1,306	15
CALGARY HERALD			FRIDAY	1,595	18
CALGARY HERALD			SUNDAY	1,496	17
CALGARY SUN			MORN	1,353	15
CALGARY SUN			SUNDAY	1,885	21
EDMONTON JOURNAL			MORN	519	6
EDMONTON JOURNAL			FRIDAY	517	6
EDMONTON JOURNAL			SUNDAY	522	6
LETHBRIDGE HERALD			EVE	770	9
CEN. DIV. 16	14,100	C 5			
EDMONTON JOURNAL			MORN	1,805	13
EDMONTON JOURNAL			FRIDAY	2,031	14
EDMONTON JOURNAL			SUNDAY	1,735	12
EDMONTON SUN			MORN	2,340	17
EDMONTON SUN			SUNDAY	3,452	24
* FORT MCMURRAY TODAY			EVE	5,734	41
* FORT MCMURRAY TODAY			FRIDAY	7,924	56
CEN. DIV. 17	14,800	C 3			
EDMONTON JOURNAL			MORN	1,806	12
EDMONTON JOURNAL			FRIDAY	1,979	13
EDMONTON JOURNAL			SUNDAY	1,577	11
EDMONTON SUN			MORN	866	6
EDMONTON SUN			SUNDAY	957	6
FAIRVIEW POST			TUE.	711	5
* FORT VERMILION NORTHERN PIONEER			WED.	762	5
* HIGH LEVEL ECHO			WED.	1,450	10
* MANNING BANNER POST			WED.	954	6
CEN. DIV. 18	4,200	F 2			
EDMONTON JOURNAL			MORN	913	22
EDMONTON JOURNAL			FRIDAY	1,071	26
EDMONTON JOURNAL			SUNDAY	836	20
EDMONTON SUN			MORN	354	8
EDMONTON SUN			SUNDAY	375	9

*Denotes Newspaper Published Within Census Division

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
ALBERTA (cont.)					
CEN. DIV. 19	25,900	E 2			
* BEAVERLODGE ADVERTISER			WED.	1,652	6
EDMONTON JOURNAL			MORN	2,650	10
EDMONTON JOURNAL			FRIDAY	2,945	11
EDMONTON JOURNAL			SUNDAY	2,436	9
EDMONTON SUN			MORN	1,524	6
EDMONTON SUN			SUNDAY	1,924	7
* FAIRVIEW POST			TUE.	2,402	9
* GRANDE PRAIRIE DAILY HERALD-TRIBUNE			EVE	8,360	32
* GRIMSHAW MILE ZERO NEWS			WED.	833	3
* RYCROFT SIGNAL			TUE.	2,085	8

*Denotes Newspaper Published Within Census Division

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY REGIONAL DISTRICT

REGIONAL DISTRICT PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
BRITISH COLUMBIA					
ALBERNI-CLAYOQUOT	11,700	M 4			
* PORT ALBERNI ALBERNI VALLEY TIMES			EVE	6,643	57
VANCOUVER PROVINCE			MORN	834	7
VANCOUVER PROVINCE			SUNDAY	999	9
VANCOUVER SUN			MORN	572	5
VANCOUVER SUN			FRIDAY	686	6
VANCOUVER SUN			SATURDAY	824	7
VICTORIA TIMES-COLONIST			MORN	1,104	9
VICTORIA TIMES-COLONIST			SUNDAY	1,009	9
BULKLEY-NECHAKO	12,000	E 5			
PRINCE GEORGE CITIZEN			EVE	1,262	11
VANCOUVER PROVINCE			MORN	683	6
VANCOUVER PROVINCE			SUNDAY	753	6
VANCOUVER SUN			FRIDAY	286	2
VANCOUVER SUN			SATURDAY	578	5
CAPITAL	125,500	O 6			
RICHMOND BUY AND SELL PRESS			THUR.	1,477	1
VANCOUVER PROVINCE			MORN	1,552	1
VANCOUVER PROVINCE			SUNDAY	1,928	2
VANCOUVER SUN			MORN	2,748	2
VANCOUVER SUN			FRIDAY	3,692	3
VANCOUVER SUN			SATURDAY	5,109	4
* VICTORIA TIMES-COLONIST			MORN	65,449	52
* VICTORIA TIMES-COLONIST			SUNDAY	62,388	50
CARIBOO	20,300	H 8			
VANCOUVER PROVINCE			MORN	2,260	11
VANCOUVER PROVINCE			SUNDAY	2,911	14
VANCOUVER SUN			MORN	424	2
VANCOUVER SUN			FRIDAY	666	3
VANCOUVER SUN			SATURDAY	851	4
CENTRAL COAST	1,200	H 3			
VANCOUVER PROVINCE			MORN	106	9
VANCOUVER PROVINCE			SUNDAY	147	12
CEN. FRAZER VALLEY	29,600	N 9			
RICHMOND BUY AND SELL PRESS			THUR.	1,113	4
VANCOUVER PROVINCE			MORN	4,679	16
VANCOUVER PROVINCE			SUNDAY	5,905	20
VANCOUVER SUN			MORN	4,447	15
VANCOUVER SUN			FRIDAY	6,554	22
VANCOUVER SUN			SATURDAY	6,056	20
CENTRAL KOOTENAY	20,600	L16			
* CASTLEGAR NEWS			W, SUN.	3,887	19
* CASTLEGAR NEWS			W, SUN.	3,812	19
* CRESTON VALLEY ADVANCE			M, TH	3,423	17
* NELSON DAILY NEWS			EVE	4,603	22
TRAIL DAILY TIMES			EVE	251	1
VANCOUVER PROVINCE			MORN	1,810	9
VANCOUVER PROVINCE			SUNDAY	2,297	11
VANCOUVER SUN			MORN	391	2
VANCOUVER SUN			FRIDAY	573	3
VANCOUVER SUN			SATURDAY	782	4

*Denotes Newspaper Published Within Regional District

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY REGIONAL DISTRICT

REGIONAL DISTRICT PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
BRITISH COLUMBIA (cont.)					
CENTRAL OKANAGAN	44,100	L13			
• KELOWNA DAILY COURIER			EVE	19,185	44
RICHMOND BUY AND SELL PRESS			THUR.	316	1
VANCOUVER PROVINCE			MORN	2,777	6
VANCOUVER PROVINCE			SUNDAY	3,970	9
VANCOUVER SUN			MORN	300	1
VANCOUVER SUN			FRIDAY	445	1
VANCOUVER SUN			SATURDAY	746	2
COLUMBIA-SHUSWAP	16,200	I15			
VANCOUVER PROVINCE			MORN	1,401	9
VANCOUVER PROVINCE			SUNDAY	1,729	11
VANCOUVER SUN			MORN	334	2
VANCOUVER SUN			FRIDAY	387	2
VANCOUVER SUN			SATURDAY	497	3
COMOX-STRATHCONA	32,000	L 4			
• CAMPBELL RIVER COURIER			THUR.	7,882	25
• CAMPBELL RIVER UPPER ISLANDER			TUE.	6,511	20
• COURTENAY COMOX DISTRICT FREE PRESS			W, F	9,942	31
PORT HARDY NORTH ISLAND GAZETTE			WED.	2,653	8
RICHMOND BUY AND SELL PRESS			THUR.	312	1
VANCOUVER PROVINCE			MORN	1,933	6
VANCOUVER PROVINCE			SUNDAY	2,412	8
VANCOUVER SUN			MORN	2,190	7
VANCOUVER SUN			FRIDAY	2,560	8
VANCOUVER SUN			SATURDAY	3,464	11
VICTORIA TIMES-COLONIST			MORN	1,912	6
VICTORIA TIMES-COLONIST			SUNDAY	1,887	6
COWICHAN VALLEY	23,400	N 6			
RICHMOND BUY AND SELL PRESS			THUR.	299	1
VANCOUVER PROVINCE			MORN	791	3
VANCOUVER PROVINCE			SUNDAY	954	4
VANCOUVER SUN			MORN	1,040	4
VANCOUVER SUN			FRIDAY	1,314	6
VANCOUVER SUN			SATURDAY	1,528	7
VICTORIA TIMES-COLONIST			MORN	5,355	23
VICTORIA TIMES-COLONIST			SUNDAY	5,325	23
DEWDNEY-ALOUETTE	31,200	M 9			
RICHMOND BUY AND SELL PRESS			THUR.	1,678	5
VANCOUVER PROVINCE			MORN	7,374	24
VANCOUVER PROVINCE			SUNDAY	8,902	29
VANCOUVER SUN			MORN	5,538	18
VANCOUVER SUN			FRIDAY	7,694	25
VANCOUVER SUN			SATURDAY	7,325	23

*Denotes Newspaper Published Within Regional District

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY REGIONAL DISTRICT

REGIONAL DISTRICT PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
BRITISH COLUMBIA (cont.)					
EAST KOOTENAY	17,900	K18			
CALGARY HERALD			MORN	501	3
CALGARY HERALD			FRIDAY	464	3
CALGARY HERALD			SUNDAY	447	2
CALGARY SUN			MORN	718	4
CALGARY SUN			SUNDAY	911	5
LETHBRIDGE HERALD			EVE	599	3
* CRANBROOK DAILY TOWNSMAN			EVE	4,041	23
VANCOUVER PROVINCE			MORN	986	6
VANCOUVER PROVINCE			SUNDAY	1,124	6
VANCOUVER SUN			MORN	418	2
VANCOUVER SUN			FRIDAY	478	3
VANCOUVER SUN			SATURDAY	610	3
FORT NELSON-LIARD	1,600	E 6			
FRASER-CHEAM	26,900	M10			
RICHMOND BUY AND SELL PRESS			THUR.	876	3
VANCOUVER PROVINCE			MORN	5,241	19
VANCOUVER PROVINCE			SUNDAY	6,408	24
VANCOUVER SUN			MORN	2,841	11
VANCOUVER SUN			FRIDAY	4,049	15
VANCOUVER SUN			SATURDAY	3,934	15
FRASER-FORT GEORGE	29,500	E 6			
* PRINCE GEORGE CITIZEN			EVE	20,089	68
VANCOUVER PROVINCE			MORN	958	3
VANCOUVER PROVINCE			SUNDAY	1,661	6
VANCOUVER SUN			MORN	311	1
VANCOUVER SUN			FRIDAY	466	2
VANCOUVER SUN			SATURDAY	801	3
GREATER VANCOUVER	598,400	D11			
* RICHMOND BUY AND SELL PRESS			THUR.	33,307	6
* VANCOUVER PROVINCE			MORN	130,715	22
* VANCOUVER PROVINCE			SUNDAY	154,691	26
* VANCOUVER SUN			MORN	161,119	27
* VANCOUVER SUN			FRIDAY	217,414	36
* VANCOUVER SUN			SATURDAY	207,699	35
KITIMAT-STIKINE	12,800	D 4			
VANCOUVER PROVINCE			MORN	1,163	9
VANCOUVER PROVINCE			SUNDAY	1,744	14
VANCOUVER SUN			SATURDAY	412	3
KOOTENAY BOUNDARY	12,500	M14			
* TRAIL DAILY TIMES			EVE	5,604	45
VANCOUVER PROVINCE			MORN	1,403	11
VANCOUVER PROVINCE			SUNDAY	1,833	15
VANCOUVER SUN			MORN	329	3
VANCOUVER SUN			FRIDAY	416	3
VANCOUVER SUN			SATURDAY	541	4
MOUNT WADDINGTON	4,700	J 3			
VANCOUVER PROVINCE			MORN	673	14
VANCOUVER PROVINCE			SUNDAY	826	18
VANCOUVER SUN			MORN	331	7
VANCOUVER SUN			FRIDAY	388	8
VANCOUVER SUN			SATURDAY	510	11

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*Denotes Newspaper Published Within Regional District

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY REGIONAL DISTRICT

REGIONAL DISTRICT PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
BRITISH COLUMBIA (cont.)					
NANAIMO	39,600	M 6			
• NANAIMO DAILY FREE PRESS			EVE	10,733	27
RICHMOND BUY AND SELL PRESS			THUR.	475	1
VANCOUVER PROVINCE			MORN	2,821	7
VANCOUVER PROVINCE			SUNDAY	3,575	9
VANCOUVER SUN			MORN	2,515	6
VANCOUVER SUN			FRIDAY	3,477	9
VANCOUVER SUN			SATURDAY	3,886	10
VICTORIA TIMES-COLONIST			MORN	3,225	8
VICTORIA TIMES-COLONIST			SUNDAY	3,437	9
NORTH OKANAGAN	23,400	K14			
VANCOUVER PROVINCE			MORN	1,492	6
VANCOUVER PROVINCE			SUNDAY	2,199	9
VANCOUVER SUN			MORN	264	1
VANCOUVER SUN			FRIDAY	436	2
VANCOUVER SUN			SATURDAY	637	3
• VERNON DAILY NEWS			EVE	8,072	34
OKANAGAN-SIMILKAMEEN	27,900	M12			
• PENTICTON HERALD			EVE	8,911	32
VANCOUVER PROVINCE			MORN	3,511	13
VANCOUVER PROVINCE			SUNDAY	4,499	16
VANCOUVER SUN			MORN	488	2
VANCOUVER SUN			FRIDAY	689	2
VANCOUVER SUN			SATURDAY	931	3
PEACE RIVER	17,700	C 6			
EDMONTON JOURNAL			MORN	1,082	6
EDMONTON JOURNAL			FRIDAY	1,031	6
EDMONTON JOURNAL			SUNDAY	1,001	6
• FORT ST. JOHN ALASKA HIGHWAY NEWS			EVE	2,946	17
VANCOUVER PROVINCE			MORN	658	4
VANCOUVER PROVINCE			SUNDAY	953	5
VANCOUVER SUN			SATURDAY	345	2
POWELL RIVER	7,600	K 6			
• POWELL RIVER NEWS			WED.	5,163	68
VANCOUVER PROVINCE			MORN	889	12
VANCOUVER PROVINCE			SUNDAY	1,097	14
VANCOUVER SUN			MORN	864	11
VANCOUVER SUN			FRIDAY	1,295	17
VANCOUVER SUN			SATURDAY	1,270	17
SKEENA-Q.CHARLOTTE	8,000	D 3			
• PRINCE RUPERT DAILY NEWS			EVE	3,569	45
VANCOUVER PROVINCE			MORN	634	8
VANCOUVER PROVINCE			SUNDAY	856	11
VANCOUVER SUN			SATURDAY	333	4
SQUAMISH-LILLOOET	8,700	K 8			
RICHMOND BUY AND SELL PRESS			THUR.	390	4
VANCOUVER PROVINCE			MORN	2,493	29
VANCOUVER PROVINCE			SUNDAY	3,308	38
VANCOUVER SUN			MORN	1,256	14
VANCOUVER SUN			FRIDAY	1,578	18
VANCOUVER SUN			SATURDAY	1,948	22
STIKINE	600	B 3			

*Denotes Newspaper Published Within Regional District

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY REGIONAL DISTRICT

REGIONAL DISTRICT PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
BRITISH COLUMBIA (cont.)					
SUNSHINE COAST	8,700	L 7			
RICHMOND BUY AND SELL PRESS			THUR.	278	3
VANCOUVER PROVINCE			MORN	1,048	12
VANCOUVER PROVINCE			SUNDAY	1,408	16
VANCOUVER SUN			MORN	1,918	22
VANCOUVER SUN			FRIDAY	2,934	34
VANCOUVER SUN			SATURDAY	2,729	31
THOMPSON-NICOLA	37,300	J11			
* KAMLOOPS DAILY NEWS			EVE	17,847	48
RICHMOND BUY AND SELL PRESS			THUR.	369	1
VANCOUVER PROVINCE			MORN	3,676	10
VANCOUVER PROVINCE			SUNDAY	4,869	13
VANCOUVER SUN			MORN	618	2
VANCOUVER SUN			FRIDAY	892	2
VANCOUVER SUN			SATURDAY	1,304	3

*Denotes Newspaper Published Within Regional District

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS

REGIONAL DISTRICT PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
YUKON					
YUKON	10,200	I 2			
VANCOUVER SUN			SATURDAY	267	3
* WHITEHORSE STAR			EVE	3,131	31
NORTHWEST TERRITORIES					
BAFFIN	4,300	H16			
FORT SMITH	9,700	K 5			
EDMONTON JOURNAL			MORN	1,416	15
EDMONTON JOURNAL			FRIDAY	1,346	14
EDMONTON JOURNAL			SUNDAY	1,008	10
EDMONTON SUN			MORN	315	3
EDMONTON SUN			SUNDAY	398	4
INUVIK	2,400	H 5			
KEEWATIN	1,900	L11			
KITIKMEOT	1,300	H10			

*Denotes Newspaper Published Within Territory

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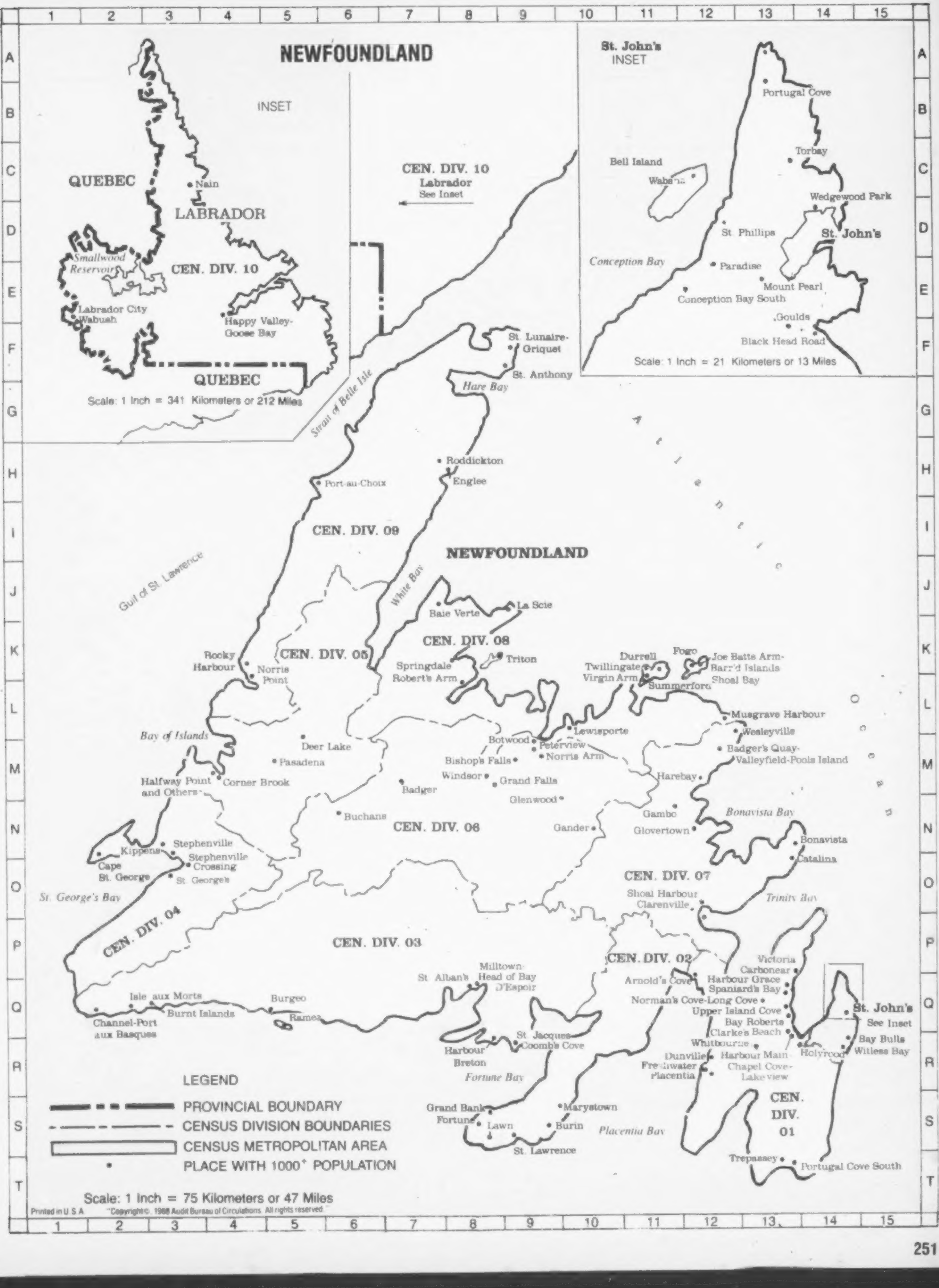
Maps

Provincial Map Series
and
Listings of Towns by Provinces

Provincial maps depict county or census division boundaries as defined in the 1986 census. Only those towns which contain an ABC publisher member, and others with 1,000 plus populations, are shown.


NEWFOUNDLAND
INSET
QUEBEC
Nain
LABRADOR
Smallwood Reservoir
CEN. DIV. 10
Labrador City
Wabush
Happy Valley-Goose Bay
QUEBEC
Scale: 1 Inch = 341 Kilometers or 212 Miles
CEN. DIV. 10
Labrador
See Inset
St. John's
INSET
Portugal Cove
Torbay
Bell Island
Wabana
Wedgewood Park
St. Phillips
St. John's
Conception Bay
Paradise
Mount Pearl
Conception Bay South
Goulds
Black Head Road
Scale: 1 Inch = 21 Kilometers or 13 Miles
St. Lunaire-Griquet
St. Anthony
Hare Bay
Strait of Belle Isle
Atlantic Ocean
Roddickton
Englee
Port-au-Choix
CEN. DIV. 09
NEWFOUNDLAND
Gulf of St. Lawrence
White Bay
Baie Verte
La Scie
CEN. DIV. 08
Rocky Harbour
Norris Point
CEN. DIV. 05
Springdale
Robert's Arm
Triton
Durrell
Twillingate
Virgin Arm
Fogo
Joe Batts Arm-Barr'd Islands
Shoal Bay
Summerford
Musgrave Harbour
Wesleyville
Bay of Islands
Deer Lake
Pasadena
Botwood
Peterview
Lewisporte
Norris Arm
Bishop's Falls
Badger's Quay-Valleyfield-Pools Island
Windsor
Grand Falls
Harebay
Halfway Point and Others
Corner Brook
Badger
Glenwood
Buchans
CEN. DIV. 06
Gambo
Bonavista Bay
Gander
Glovertown
Stephenville
Kippens
Stephenville Crossing
Cape St. George
St. George's
Bonavista
Catalina
CEN. DIV. 07
St. George's Bay
Shoal Harbour
Clarenville
Trinity Bay
CEN. DIV. 04
CEN. DIV. 03
CEN. DIV. 02
Victoria
Carbonear
Milltown-Head of Bay D'Espoir
St. Alban's
Arnold's Cove
Harbour Grace
Spaniard's Bay
Isle aux Morts
Burgeo
Norman's Cove-Long Cove
Burnt Islands
Upper Island Cove
St. John's
See Inset
Channel-Port aux Basques
Ramea
St. Jacques-Coomb's Cove
Bay Roberts
Clarke's Beach
Whitbourne
Harbour Breton
Holyrood
Bay Bulls
Witless Bay
Dunville
Harbour Main
Chapel Cove-Lakeview
Freshwater
Placentia
Fortune Bay
LEGEND
PROVINCIAL BOUNDARY
CENSUS DIVISION BOUNDARIES
CENSUS METROPOLITAN AREA
PLACE WITH 1000+ POPULATION
Grand Bank
Fortune
Marystown
Lawn
Burin
Placentia Bay
St. Lawrence
CEN. DIV. 01
Trepassey
Portugal Cove South
Scale: 1 Inch = 75 Kilometers or 47 Miles
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1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
A B C D E F G H I J K L M N O P Q R S T

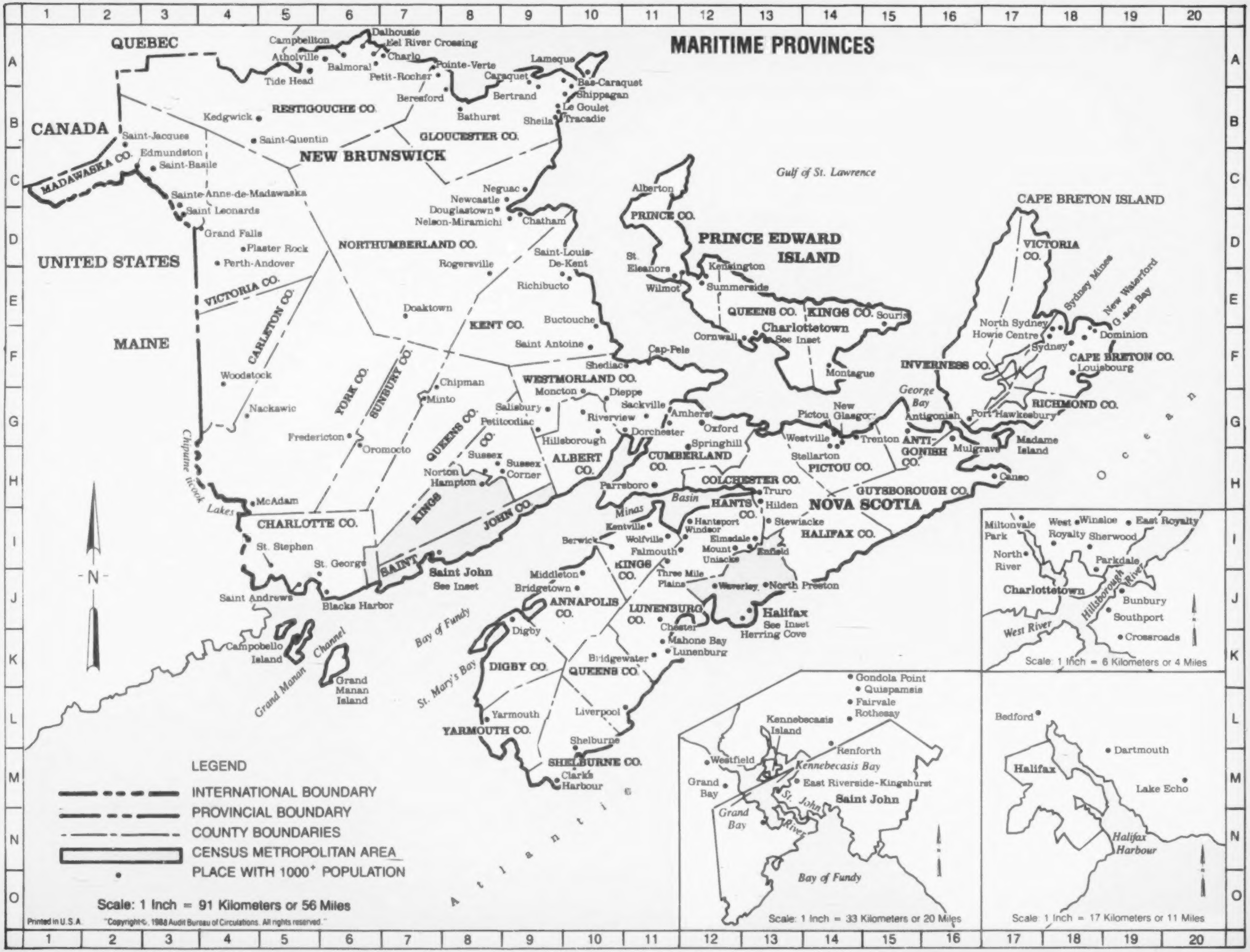
CENSUS DIVISIONS AND TOWNS

The following lists census divisions then towns and census divisions - in alphabetical order by province. 1986 Census population and map reference coordinates also appear. Census figures are shown in italics for unincorporated communities. Only those towns are included which have 1000+ (Census) population.

NEWFOUNDLAND
568,349

CEN. DIV. 01	246,149	R	13
CEN. DIV. 02	30,285	R	10
CEN. DIV. 03	35,737	P	7
CEN. DIV. 04	27,278	O	3
CEN. DIV. 05	45,648	M	5
CEN. DIV. 06	40,714	N	8
CEN. DIV. 07	43,618	N	11
CEN. DIV. 08	54,225	L	7
CEN. DIV. 09	25,954	I	6
CEN. DIV. 10	28,741	E	4

Arnold's Cove, CEN. DIV. 01, 1,117	Q	13
Badger's Quay-Valleyfield-Pool's Island CEN. DIV. 07, 1,589	L	12
Badger, CEN. DIV. 06, 1,151	M	7
Baie Verte, CEN. DIV. 08, 2,049	J	7
Bay Bulls, CEN. DIV. 01, 1,114	Q	14
Bay Roberts, CEN. DIV. 01, 4,446	Q	13
Bishop's Falls, CEN. DIV. 06, 4,213	M	9
Blackhead Road, CEN. DIV. 01, *1,855*	F	14
Bonavista, CEN. DIV. 07, 4,605	N	13
Botwood, CEN. DIV. 06, 3,916	M	9
Buchans, CEN. DIV. 06, 1,281	N	6
Burgeo, CEN. DIV. 03, 2,582	Q	5
Burin, CEN. DIV. 02, 2,892	S	9
Burnt Islands, CEN. DIV. 03, 1,042	Q	3
Cape St. George & Others, CEN. DIV. 04 1,505	N	2
Carbonear, CEN. DIV. 01, 5,337	P	13
Catalina, CEN. DIV. 07, 1,211	O	13
Channel-Port aux Basques, CEN. DIV. 03 5,901	Q	2
Clarenville, CEN. DIV. 07, 2,967	O	12
Clark's Beach, CEN. DIV. 01, 1,189	Q	13
Conception Bay South, CEN. DIV. 01 15,531	E	12
Corner Brook, CEN. DIV. 05, 22,719	M	4
Deer Lake, CEN. DIV. 05, 4,233	L	5
Dunville, CEN. DIV. 01, 1,833	R	12
Durrell, CEN. DIV. 08, 1,060	K	11
Englee, CEN. DIV. 09, 1,012	H	8
Fogo, CEN. DIV. 08, 1,153	K	12
Fortune, CEN. DIV. 02, 2,370	S	8
Freshwater, CEN. DIV. 01, 1,219	R	12
Gambo, CEN. DIV. 07, 2,723	N	11
Gander, CEN. DIV. 06, 10,207	N	10
Glenwood, CEN. DIV. 06, 1,038	N	10
Glovertown, CEN. DIV. 07, 2,184	N	12
Goulds, CEN. DIV. 01, 4,688	F	13
Grand Bank, CEN. DIV. 02, 3,732	S	8
Grand Falls, CEN. DIV. 06, 9,121	M	8
Halfway Point & Others, CEN. DIV. 05 2,182	M	14
Happy Valley-Goose Bay, CEN. DIV. 10 7,248	E	4
Harbour Breton, CEN. DIV. 03, 2,432	R	8
Harbour Grace, CEN. DIV. 01, 3.053	Q	13
Harbour Main-Chapel Cove-Lakeville, CEN. DIV. 01, 1,293	R	12
Hare Bay, CEN. DIV. 07, 1,436	M	12
Holyrood, CEN. DIV. 01, 2,118	R	14
Isle aux Morts, CEN. DIV. 03, 1,203	Q	2
Joe Batt's Arm-Barr'd Islands-Shoal Bay CEN. DIV. 06, 1,232	K	12
Kippens, CEN. DIV. 04, 1,556	N	3
La Scie, CEN. DIV. 08, 1,429	J	9
Labrador City, CEN. DIV. 10, 8,664	E	1
Lawn, CEN. DIV. 02, 1,015	S	9
Lewisporte, CEN. DIV. 08, 3,978	L	10
Marystown, CEN. DIV. 02, 6,660	S	8
Milltown-Head of Bay D'Espoir, CEN. DIV. 03, 1,276	Q	8
Mount Pearl, CEN. DIV. 01, 20,293	E	13
Musgrave Harbor, CEN. DIV. 08, 1,527	L	12
Nain, CEN. DIV. 10, 1,018	C	3
Norman's Cove-Long Cove, CEN. DIV. 01 1,107	Q	13
Norris Arm, CEN. DIV. 06, 1,127	M	9
Norris Point, CEN. DIV. 09, 1,010	K	4
Paradise, CEN. DIV. 01, 3,346	E	12
Pasedena, CEN. DIV. 05, 3,268	M	5
Peterview, CEN. DIV. 06, 1,130	M	9
Placentia, CEN. DIV. 01, 2,016	R	12
Port au Choix, CEN. DIV. 09, 1,291	H	5
Portugal Cove, CEN. DIV. 01, 2,497	B	13
Pouch Cove, CEN. DIV. 01, 1,576	A	13
Ramea, CEN. DIV. 03, 1,380	Q	5
Robert's Arm, CEN. DIV. 08, 1,111	L	8
Rocky Harbour, CEN. DIV. 09, 1,268	K	4
Roddickton, CEN. DIV. 09, 1,223	H	8
Shoal Harbor, CEN. DIV. 07, 1,049	O	12
Spaniard's Bay, CEN. DIV. 01, 2,190	Q	13
Springdale, CEN. DIV. 08, 3,555	K	8
Stephenville Crossing, CEN. DIV. 04 2,252	O	3
Stephenville, CEN. DIV. 04, 7,994	N	3
St. Alban's, CEN. DIV. 03, 1,780	Q	8
St. Anthony, CEN. DIV. 09, 3,182	F	9
St. Georges, CEN. DIV. 04, 1,852	O	3
St. Jacques-Coomb's Cove, CEN. DIV. 03 *1,048*	R	10
St. John's, CEN. DIV. 01, 96,216	D	14
St. Lawrence, CEN. DIV. 02, 1,841	S	9
St. Lunaire-Griquet, CEN. DIV. 09, 1,013	F	9
St. Phillips, CEN. DIV. 01, 1,604	D	12
Summerford, CEN. DIV. 08, 1,169	L	12
Torbay, CEN. DIV. 01, 3,730	O	13
Trepassy, CEN. DIV. 01, 1,460	T	13
Triton, CEN. DIV. 08, 1,253	K	8
Twillingate, CEN. DIV. 08, 1,506	K	11
Upper Island Cove, CEN. DIV. 01, 2,055	Q	13
Victoria, CEN. DIV. 01, 1,895	P	13
Wabana, CEN. DIV. 01, 4,057	C	12
Wabush, CEN. DIV. 10, 2,637	E	1
Wedgewood Park, CEN. DIV. 01, 1,385	D	14
Wesleyville, CEN. DIV. 07, 1,208	M	12
Whitbourne, CEN. DIV. 01, 1,151	R	13
Windsor, CEN. DIV. 06, 5,545	M	8
Witless Bay, CEN. DIV. 01, 1,022	R	14


MARITIME PROVINCES
QUEBEC
CANADA
UNITED STATES
MAINE
NEW BRUNSWICK
PRINCE EDWARD ISLAND
NOVA SCOTIA
CAPE BRETON ISLAND
Gulf of St. Lawrence
Bay of Fundy
Atlantic Ocean
Minas Basin
George Bay
St. Mary's Bay
Grand Manan Channel
Chiputneticook Lakes
MADAWASKA CO.
RESTIGOUCHE CO.
GLOUCESTER CO.
NORTHUMBERLAND CO.
VICTORIA CO.
CARLETON CO.
YORK CO.
SUNBURY CO.
QUEENS CO.
KINGS CO.
KENT CO.
WESTMORLAND CO.
ALBERT CO.
SAINT JOHN CO.
CHARLOTTE CO.
PRINCE CO.
QUEENS CO.
KINGS CO.
CUMBERLAND CO.
COLCHESTER CO.
PICTOU CO.
ANTIGONISH CO.
GUYSBOROUGH CO.
HANTS CO.
HALIFAX CO.
KINGS CO.
ANNAPOLIS CO.
LUNENBURG CO.
DIGBY CO.
QUEENS CO.
YARMOUTH CO.
SHELBURNE CO.
VICTORIA CO.
INVERNESS CO.
CAPE BRETON CO.
RICHMOND CO.
Campbellton
Dalhousie
Eel River Crossing
Atholville
Charlo
Balmoral
Tide Head
Petit-Rocher
Pointe-Verte
Caraquet
Lameque
Bas-Caraquet
Shippagan
Bertrand
Beresford
Le Goulet
Bathurst
Sheila
Tracadie
Kedgwick
Saint-Quentin
Saint-Jacques
Edmundston
Saint-Basile
Sainte-Anne-de-Madawaska
Saint Leonards
Grand Falls
Plaster Rock
Perth-Andover
Neguac
Newcastle
Douglastown
Nelson-Miramichi
Chatham
Rogersville
Saint-Louis-De-Kent
Richibucto
Doaktown
Buctouche
Saint Antoine
Shediac
Cap-Pele
Woodstock
Nackawic
Chipman
Minto
Moncton
Dieppe
Salisbury
Sackville
Riverview
Petitcodiac
Dorchester
Hillsborough
Fredericton
Oromocto
Sussex
Sussex Corner
Norton
Hampton
McAdam
St. Stephen
St. George
Saint John
See Inset
Saint Andrews
Blacks Harbor
Campobello Island
Grand Manan Island
Alberton
St. Eleanors
Kensington
Wilmot
Summerside
Cornwall
Charlottetown
See Inset
Souris
Montague
Amherst
Oxford
Springhill
Pictou
New Glasgow
Westville
Stellarton
Trenton
Antigonish
Mulgrave
Port Hawkesbury
Madame Island
Canso
Parrsboro
Truro
Hilden
Stewiacke
Hantsport
Windsor
Kentville
Wolfville
Berwick
Falmouth
Elmsdale
Mount Uniacke
Enfield
Middleton
Bridgetown
Three Mile Plains
Waverley
North Preston
Halifax
See Inset
Herring Cove
Chester
Mahone Bay
Lunenburg
Bridgewater
Digby
Yarmouth
Liverpool
Shelburne
Clark's Harbour
North Sydney
Howie Centre
Sydney
Sydney Mines
New Waterford
Glace Bay
Dominion
Louisbourg
N
LEGEND
INTERNATIONAL BOUNDARY
PROVINCIAL BOUNDARY
COUNTY BOUNDARIES
CENSUS METROPOLITAN AREA
PLACE WITH 1000+ POPULATION
Scale: 1 Inch = 91 Kilometers or 56 Miles
Miltonvale Park
West Royalty
Winsloe
East Royalty
Sherwood
North River
Parkdale
Charlottetown
Hillsborough River
Bunbury
West River
Southport
Crossroads
Scale: 1 Inch = 6 Kilometers or 4 Miles
Gondola Point
Quispamsis
Fairvale
Rothesay
Kennebecasis Island
Renforth
Westfield
Kennebecasis Bay
Grand Bay
East Riverside-Kingshurst
Saint John
St. John River
Grand Bay
Bay of Fundy
Scale: 1 Inch = 33 Kilometers or 20 Miles
Bedford
Dartmouth
Halifax
Lake Echo
Halifax Harbour
Scale: 1 Inch = 17 Kilometers or 11 Miles
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
A B C D E F G H I J K L M N O

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COUNTIES AND TOWNS

The following lists counties then towns and counties - in alphabetical order by province. 1986 Census population and map reference coordinates also appear. Census figures are shown in italics for unincorporated communities. Only those towns are included which have 1000+ (Census) population.

NEW BRUNSWICK

709,442

ALBERT	24,832	G	10
CARLETON	25,429	F	4
CHARLOTTE	26,525	I	5
GLOUCESTER	87,473	B	8
KENT	31,496	E	9
KINGS	56,598	H	8
MADAWASKA	36,662	C	3
NORTHUMBERLAND	52,981	D	7
QUEENS	12,487	G	8
RESTIGOUCHE	39,921	B	5
ST. JOHN	82,460	M	14
SUNBURY	22,894	G	7
VICTORIA	21,504	D	4
WESTMORELAND	110,969	F	10
YORK	77,211	G	5

Atholville, RESTIGOUCHE 1,501	A	6
Balmoral, RESTIGOUCHE 1,969	A	6
Bas-Caraquet, GLOUCESTER 1,913	A	9
Bathurst, GLOUCESTER, 14,683	A	7
Beresford, GLOUCESTER, 3,851	A	8
Bertrand, GLOUCESTER, 1,279	A	9
Blacks Harbor, CHARLOTTE, 1,224	J	6
Buctouche, KENT, 2,420	E	10
Campbellton, RESTIGOUCHE, 9,073	B	4
Cap-Pele, WESTMORELAND, 2,261	F	11
Caraquet, GLOUCESTER, 4,493	B	9
Charlo, RESTIGOUCHE, 1,602	A	6
Chatham, NORTHUMBERLAND, 6,219	D	9
Chipman, QUEENS, 1,760	F	7
Dalhousie, RESTIGOUCHE, 5,363	A	6
Dieppe, WESTMORELAND, 9,084	G	10
Doaktown, NORTHUMBERLAND 999	E	7
Dorchester, WESTMORELAND, 1,198	G	11
Douglastown, NORTHUMBERLAND 1,133	D	8
East Riverside-Kingshurst, KINGS, 1,031	M	13
Edmundston, MADAWASKA, 11,497	A	7
Eel River Crossing, RESTIGOUCHE 1,47[illegible]	A	6
Fairv[illegible] KINGS, 4,660	L	14
Fredericton, YORK, 44,352	G	6
Gondola Point, KINGS, 3,596	K	14
Grand Bay, KINGS, 3,319	M	12
Grand Falls, VICTORIA, 6,209	D	4
Hampton, KINGS, 3,405	H	8
Hillsborough, ALBERT, 1,214	G	10
Kedgwick, RESTIGOUCHE, 1,129	B	4
Lameque, GLOUCESTER, 1,806	B	9
Le Goulet, GLOUCESTER, *1,136*	B	10
McAdam, YORK, 1,658	H	4
Minto, QUEENS, 3,197	G	7
Moncton, WESTMORELAND, 55,468	G	10
Nackawic, YORK, 1,288	G	4
Neguac, NORTHUMBERLAND, 1,754	C	9
Nelson-Miramichi, NORTHUMBERLAND 1,407	D	9
Newcastle, NORTHUMBERLAND 5,804	C	9
Norton, KINGS, 1,442	H	8
Oromocto, SUNBURY, 9,656	G	6
Perth-Andover, VICTORIA, 1,889	D	4
Petitcodiac, WESTMORELAND, 1,355	G	9
Petit-Rocher, GLOUCESTER, 1,924	B	8
Plaster Rock, VICTORIA, 1,232	D	4
Point-Verte, GLOUCESTER, 1,257	A	7
Quispamsis, KINGS, 7,185	K	14
Renforth, KINGS, 1,452	L	14
Richibucto, KENT, 1,609	E	10
Riverview, WESTMORELAND, 15,638	G	10
Rogersville, NORTHUMBERLAND 1,273	E	8
Rothesay, KINGS, 1,605	L	14
Sackville, WESTMORELAND, 5,470	G	11
Saint John, ST. JOHN, 76,381	M	14
Salisbury, WESTMORELAND, 1,742	G	9
Schediac, WESTMORELAND, 4,370	F	11
Sheila, GLOUCESTER, 1,265	B	9
Shippagan, GLOUCESTER, 2,801	A	10
Ste. Anne-de-Madawaska MADAWASKA, 1,294	C	3
St. Andrews, CHARLOTTE, 1,612	J	5
St. Antoine, KENT, 1,328	F	10
St. Basile, MADAWASKA, 3,306	C	3
St. George, CHARLOTTE, 1,305	J	6
St. Jacques, MADAWASKA, 2,310	B	2
St. Leonards, MADAWASKA, 1,512	D	3
St. Quentin, RESTIGOUCHE, 2,264	B	9
St. Stephen, CHARLOTTE, 5,032	I	5
St.-Louis-de-Kent, KENT, 1,101	E	10
Sussex Corner, ALBERT, 1,295	H	9
Tide Head, RESTIGOUCHE, 1,085	A	4
Tracadie, GLOUCESTER, 2,444	B	8
Westfield, KINGS, 1,113	M	12
Woodstock, CARLETON, 4,549	F	4

NOVA SCOTIA

873,176

ANNAPOLIS	23,589	J	10
ANTIGONISH	18,776	G	15
CAPE BRETON	123,625	F	18
COLCHESTER	45,093	H	13
CUMBERLAND	34,819	H	11
DIGBY	21,852	K	9
GUYSBOROUGH	12,721	H	15
HALIFAX	306,418	I	14
HANTS	36,548	I	12
INVERNESS	21,946	F	16
KINGS	53,275	I	11
LUNENBURG	46,483	J	11
PICTOU	49,772	H	14
QUEENS	13,125	K	10
RICHMOND	11,841	G	17
SHELBURNE	17,516	L	10
VICTORIA	8,704	E	17
YARMOUTH	27,073	L	9

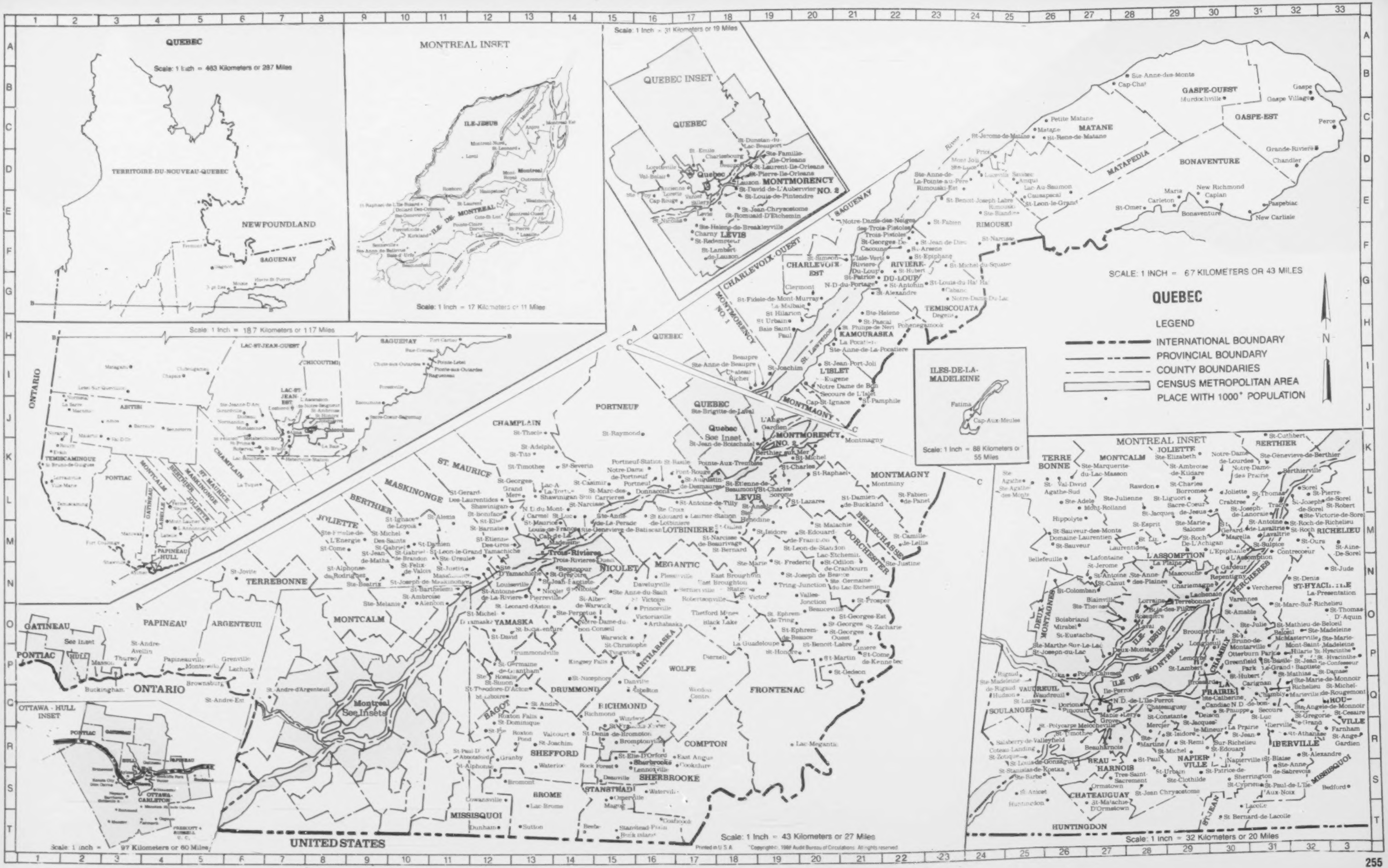
Amherst, CUMBERLAND, 9,671	G	11
Antigonish, ANTIGONISH, 5,291	G	15
Bedford, HALIFAX, 8,010	L	17
Berwick, KINGS, 2,658	I	10
Bridgetown, ANNAPOLIS, 1,118	J	10
Bridgewater, LUNENBURG, 6,617	K	11
Canso, GUYSBOROUGH, 1,285	H	17
Chester, LUNENBURG, 10,579	K	11
Clarks Harbor, SHELBURNE, 1,098	M	9
Dartmouth, HALIFAX, 65,243	M	19
Digby, DIGBY, 2,525	J	9
Dominion, CAPE BRETON, 2,754	F	18
Elmsdale, HANTS, *1,233*	I	13
Enfield, HANTS, *1,775*	I	13
Falmouth, HANTS, *1,195*	I	11
Glace Bay, CAPE BRETON, 20,467	E	18
Halifax, HALIFAX, 113,577	M	18
Hantsport, HANTS, 1,357	I	12
Herring Cove, HALIFAX, *1,570*	J	13
Hilden, COLCHESTER, *1,421*	H	13
Howie Centre, CAPE BRETON, *1,968*	F	18
Kentville, KINGS, 5,208	I	11
Lake Echo, HALIFAX, *1,881*	M	20
Liverpool, QUEENS, 3,295	L	11
Louisbourg, CAPE BRETON, 1,355	F	18
Lunenburg, LUNENBURG, 2,972	K	11
Mahone Bay, LUNENBURG, 1,093	K	11
Middleton, ANNAPOLIS, 1,772	J	10
Mount Uniacke, HANTS, *1,364*	I	12
Mulgrave, GUYSBOROUGH, 1,051	G	16
New Glasgow, PICTOU, 10,022	G	14
New Waterford, CAPE BRETON, 8,326	E	18
North Preston, HALIFAX, *1,166*	J	13
North Sydney, CAPE BRETON, 7,472	E	18
Oxford, CUMBERLAND, 1,376	G	12
Parrsboro, CUMBERLAND, 1,729	H	11
Pictou, PICTOU, 4,413	G	14
Port Hawkesbury, INVERNESS, 3,869	G	16
Shelburne, SHELBURNE, 2,312	L	10
Springhill, CUMBERLAND, 4,712	G	12
Stellarton, PICTOU, 5,259	G	14
Stewiacke, COLCHESTER, 1,265	I	13
Sydney, CAPE BRETON, 27,754	E	18
Sydney Mines, CAPE BRETON, 8,063	E	18
Three Mile Plains, HANTS, *1,278*	I	12
Trenton, PICTOU, 3,083	G	14
Truro, COLCHESTER, 12,124	H	13
Waverly, HALIFAX, *1,698*	J	12
Westville, PICTOU, 4,271	G	14
Windsor, HANTS, 3,665	I	12
Wolfville, KINGS, 3,277	I	11
Yarmouth, YARMOUTH, 7,617	L	8

PRINCE EDWARD ISLAND

126,646

KINGS	19,509	F	14
PRINCE	43,677	D	11
QUEENS	63,460	F	13

Alberton, PRINCE, 1,103	C	11
Bunbury, QUEENS, 1,054	J	19
Charlottetown, QUEENS, 15,776	J	18
Cornwall, QUEENS, 1,894	F	13
Crossroads, QUEENS, 1,765	K	19
East Royalty, QUEENS, 2,039	I	19
Kensington, PRINCE, 1,105	E	12
Miltonville Park, QUEENS, 1,080	I	17
Montague, KINGS, 1,994	F	14
North River, QUEENS, 1,732	I	17
Parkdale, QUEENS, 2,065	I	18
Sherwood, QUEENS, 5,769	I	18
Souris, KINGS, 1,379	E	15
Southport, QUEENS, 1,321	J	19
St. Eleanors, PRINCE, 3,743	E	11
Summerside, PRINCE, 8,020	E	12
West Royalty, QUEENS, 2,070	I	18
Wilmot, PRINCE, 1,708	E	12
Winsloe, QUEENS, 1,123	I	18


QUEBEC
Scale: 1 Inch = 463 Kilometers or 287 Miles
TERRITOIRE-DU-NOUVEAU-QUEBEC
NEWFOUNDLAND
SAGUENAY
MONTREAL INSET
ILE-JESUS
ILE DE MONTREAL
Scale: 1 Inch = 17 Kilometers or 11 Miles
Scale: 1 Inch = 31 Kilometers or 19 Miles
QUEBEC INSET
QUEBEC
Quebec
LEVIS
MONTMORENCY NO. 2
Scale: 1 Inch = 187 Kilometers or 117 Miles
LAC-ST-JEAN-OUEST
CHICOUTIMI
LAC-ST-JEAN-EST
ABITIBI
TEMISCAMINGUE
PONTIAC
ONTARIO
QUEBEC
LEGEND
INTERNATIONAL BOUNDARY
PROVINCIAL BOUNDARY
COUNTY BOUNDARIES
CENSUS METROPOLITAN AREA
PLACE WITH 1000+ POPULATION
SCALE: 1 INCH = 67 KILOMETERS OR 43 MILES
N
GASPE-OUEST
GASPE-EST
MATANE
MATAPEDIA
BONAVENTURE
RIMOUSKI
TEMISCOUATA
RIVIERE-DU-LOUP
KAMOURASKA
L'ISLET
MONTMAGNY
BELLECHASSE
DORCHESTER
CHARLEVOIX-EST
CHARLEVOIX-OUEST
MONTMORENCY NO. 1
SAGUENAY
ILES-DE-LA-MADELEINE
Fatima
Cap-Aux-Meules
Scale: 1 Inch = 88 Kilometers or 55 Miles
PORTNEUF
CHAMPLAIN
ST. MAURICE
MASKINONGE
BERTHIER
JOLIETTE
TERREBONNE
MONTCALM
ARGENTEUIL
PAPINEAU
GATINEAU
PONTIAC
HULL
ONTARIO
LOTBINIERE
NICOLET
MEGANTIC
YAMASKA
ARTHABASKA
WOLFE
FRONTENAC
DRUMMOND
RICHMOND
COMPTON
SHERBROOKE
STANSTEAD
BROME
MISSISQUOI
SHEFFORD
BAGOT
Trois-Rivieres
Sherbrooke
Montreal See Insets
UNITED STATES
Scale: 1 Inch = 43 Kilometers or 27 Miles
OTTAWA - HULL INSET
OTTAWA-CARLETON
Scale: 1 Inch = 97 Kilometers or 60 Miles
MONTREAL INSET
TERRE BONNE
MONTCALM
JOLIETTE
BERTHIER
RICHELIEU
L'ASSOMPTION
DEUX-MONTAGNES
ILE JESUS
ILE DE MONTREAL
VERCHERES
CHAMBLY
LA PRAIRIE
ST-HYACINTHE
ROUVILLE
IBERVILLE
NAPIERVILLE
ST-JEAN
MISSISQUOI
VAUDREUIL
SOULANGES
BEAUHARNOIS
CHATEAUGUAY
HUNTINGDON
Scale: 1 Inch = 32 Kilometers or 20 Miles

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COUNTIES AND TOWNS

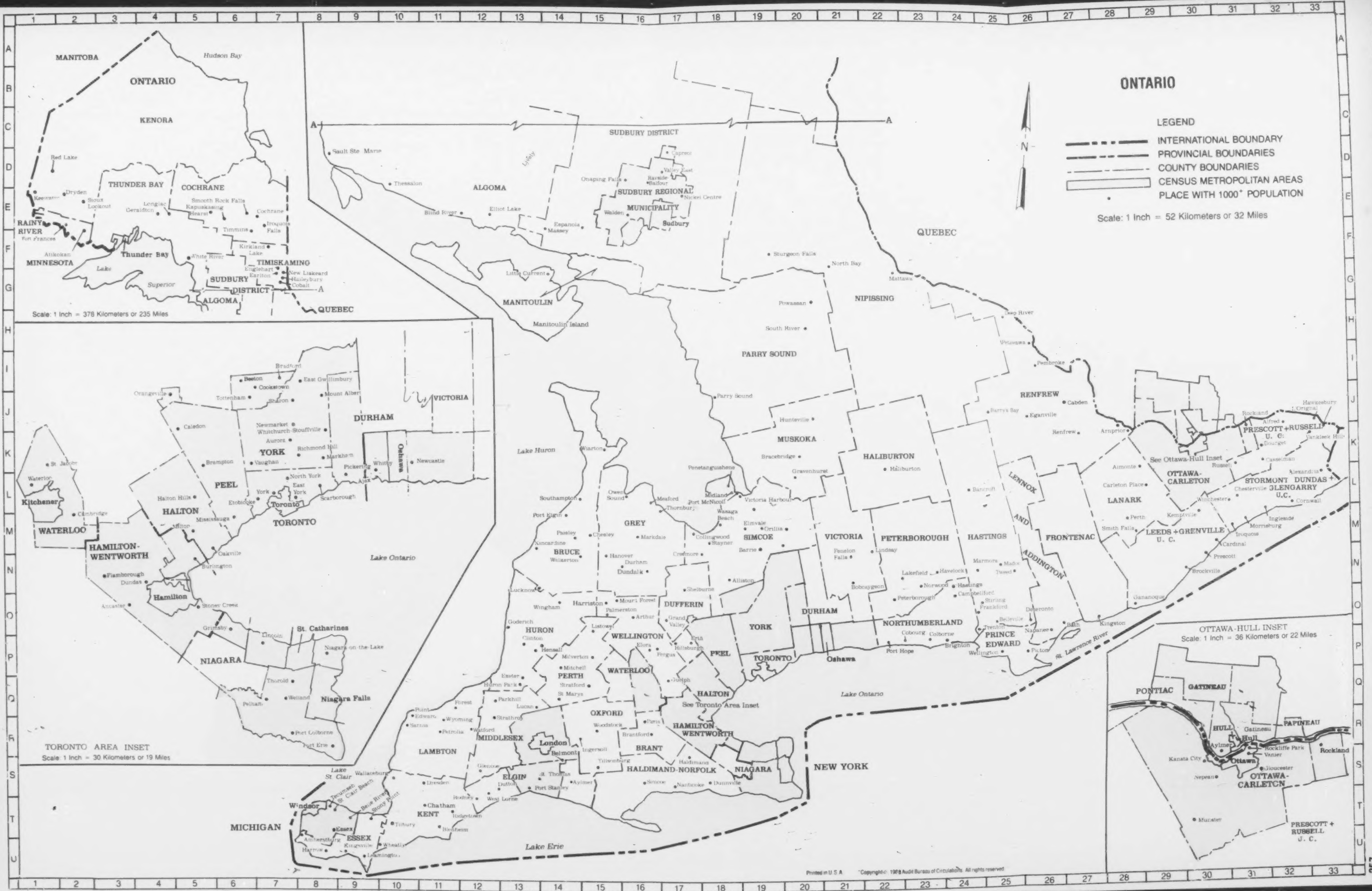
The following lists counties then towns and counties - in alphabetical order by province. 1986 Census population and map reference coordinates also appear. Census figures are shown in italics for unincorporated communities. Only those towns are included which have 1000 + (Census) population.

QUEBEC

6,532,461

ABITIBI	94 410	J	3
ARGENTEUIL	32 533	O	6
ARTHABASKA	60 597	O	15
BAGOT	28 166	Q	12
BEAUCE	75 982	N	19
BEAUHARNOIS	53 106	R	27
BELLECHASSE	23 237	L	21
BERTHIER	32 044	M	10
BONAVENTURE	39 576	D	30
BROME	18 047	S	13
CHAMBLY	316 337	P	30
CHAMPLAIN	119 563	L	13
CHARLEVOIX-EST	17 573	G	20
CHARLEVOIX-OUEST	14 201	G	19
CHATEAUGUAY	61 608	S	28
CHICOUTIMI	174 625	J	8
COMPTON	20 110	R	17
DEUX-MONTAGNES	75 880	O	26
DORCHESTER	33 798	M	20
DRUMMOND	72 051	P	14
FRONTENAC	26 390	O	19
GASPE-EST	40 862	C	31
GASPE-OUEST	17 240	B	30
GATINEAU	57 213	M	4
HULL	134 966	R	2
HUNTINGDON	15 627	S	25
IBERVILLE	23 931	R	32
ILE-DE MONTREAL	1 752 582	E	12
ILE-JESUS	284 164	C	12
ILES-DE-LA-MADELEINE	*14 130*	J	24
JOLIETTE	63 343	L	30
KAMOURASKA	28 483	H	21
L ASSOMPTION	122 509	N	28
L ISLET	21 189	I	20
LABELLE	34 579	M	4
LAC-SAINT-JEAN-EST	47 497	J	7
LAC-SAINT-JEAN-OUEST	62 977	J	6
LAPRAIRIE	110 617	O	30
LEVIS	103 318	L	18
LOTBINIERE	29 809	M	16
MASKINONGE	20 877	L	10
MATANE	29 258	C	27
MATAPEDIA	23 476	D	26
MEGANTIC	55 028	N	17
MISSISQUOI	35 028	T	12
MONTCALM	29 252	L	28
MONTMAGNY	24 794	K	21
MONTMORENCY NO 1	22 951	H	18
MONTMORENCY NO 2	6 769	D	19
NAPIERVILLE	13 836	R	29
NICOLET	34 162	N	14
PAPINEAU	40 258	O	4
PONTIAC	19 809	M	3
PORTNEUF	60 610	J	15
QUEBEC	466 483	D	17
RICHELIEU	51 837	M	32
RICHMOND	38 653	O	15
RIMOUSKI	69 945	E	24
RIVIERE-DU-LOUP	40 646	G	22
ROUVILLE	43 859	Q	33
SAGUENAY	104 131	F	7
SAINT-HYACINTHE	57 027	O	32
SAINT-JEAN	57 617	R	31
SAINT-MAURICE	109 033	L	12
SHEFFORD	73 883	R	13
SHERBROOKE	120 551	R	15
SOULANGES	16 345	R	26
STANSTEAD	38 746	S	15
TEMISCAMINGUE	53 238	K	2
TEMISCOUATA	19 271	G	23
TERREBONNE	206 657	M	26
TERRITOIRE-DU-NOUVEAU-QUEBEC	37 183	D	4
VAUDREUIL	53 421	Q	25
VERCHERES	67 610	N	31
WOLFE	15 223	P	17
YAMASKA	14 722	O	12

Acton Vale BAGOT 4 333	Q	13
Alencon BERTHIER 1 032	O	11
Alma LAC-SAINT-JEAN-EST 25 923	J	7
Amos ABITIBI 9 261	J	3
Amqui MATAPEDIA 4 249	D	25
Ancienne-Lorette QUEBEC 13 747	D	17
Anjou ILE-DE-MONTREAL 36 916	C	13
Arthabaska ARTHABASKA 7 244	O	16
Asbestos RICHMOND 9 611	O	15
Aylmer GATINEAU 28 976	S	2
Baie-Comeau SAGUENAY 26 244	H	11
Baie-D Urfe ILE-DE-MONTREAL 3 571	F	10
Baie-Saint-Paul CHARLEVOIX-OUEST 3 925	H	19
Barraute ABITIBI 1 195	J	3
Beaconsfield ILE-DE-MONTREAL 19 301	F	10
Beauceville BEAUCE 4 129	O	20
Beauharnois BEAUHARNOIS 6 519	R	27
Beauport QUEBEC 62 869	D	18
Beaupre MONTMORENCY NO 1 2 725	I	19
Becancour NICOLET 10 472	N	14
Bedford MISSISQUOI 2 733	S	33
Beebe Plain STANSTEAD 1 015	T	14
Bellefeuille TERREBONNE 7 697	N	26
Beloeil VERCHERES 17 958	P	31
Bernierville MEGANTIC 2 032	N	16
Berthierville BERTHIER 3 805	L	31
Berthier-Sur-Mer MONTMAGNY 1 216	K	20
Black Lake MEGANTIC 4 824	O	18
Blainville TERREBONNE 16 175	O	28
Boisbriand TERREBONNE 14 360	O	28
Bois-Des-Filion TERREBONNE 4 935	O	29
Bonaventure BONAVENTURE 2 995	E	30
Boucherville CHAMBLY 31 116	P	30
Bromont BROME 2 838	S	12
Bromptonville RICHMOND 2 979	R	15
Brossard LAPRAIRIE 57 441	Q	30
Brownsburg ARGENTEUIL 2 679	P	7
Buckingham PAPINEAU 8 820	Q	2
Cabano TEMISCOUATA 3 284	G	23
Candiac LAPRAIRIE 9 096	Q	29
Caplan BONAVENTURE *2 078*	E	30
Cap-Aux-Meules ILES-DE-LA-MADELEINE 1 571	J	24
Cap-Chat GASPE-OUEST 3 202	B	28
Cap-De-La-Madeleine CHAMPLAIN 32 800	M	14
Cap-Rouge QUEBEC 12 101	E	17
Cap-Saint-Ignace MONTMAGNY *1 510*	I	20
Carignan CHAMBLY 4 784	Q	30
Carleton BONAVENTURE 2 663	E	29
Causapscal MATAPEDIA 2 339	E	25
Chambly CHAMBLY 12 869	Q	31
Chandler GASPE-EST 3 715	D	32
Chapais TERRITOIRE-DU-NOVEAU-QUEBEC 2 875	[illegible]	5
Charlemagne L ASSOMPTION 5 331	N	30
Charlesbourg QUEBEC 58 996	D	17
Charny LEVIS 9 123	E	17
Chateauguay CHATEAUGUAY 37 865	Q	28
Chateau-Richer MONTMORENCY NO 1 3 802	I	18
Chibougamau TERRITOIRE-DU-NOVEAU-QUEBEC 9 922	[illegible]	5
Chicoutimi CHICOUTIMI 61 083	J	8
Chute-Aux-Outardes SAGUENAY 2 219	G	12
Clermont CHARLEVOIX-EST 3 426	G	20
Coaticook STANSTEAD 6 440	T	16
Contrecoeur VERCHERES *5 449*	N	31
Cookshire COMPTON 1 476	R	17
Coteau-du-Lac SOULANGES *3 547*	R	25
Coteau-Landing SOULANGES 1 425	R	25
Cote-Saint-Luc ILE-DE-MONTREAL 28 582	E	12
Cowansville MISSISQUOI 11 643	S	12
Crabtree JOLIETTE 1 979	L	30
Danville RICHMOND 1 931	P	15
Daveluyville ARTHABASKA 1 183	N	15
Deauville SHERBROOKE 1 822	S	15
Degelis TEMISCOUATA 3 528	H	23
Delson LAPRAIRIE 4 997	Q	29
Desbiens LAC-SAINT-JEAN-EST 1 417	J	7
Deux-Montagnes DEUX-MONTAGNES 10 531	P	27
Disraeli WOLFE 3 004	P	18
Dolbeau LAC-SAINT-JEAN-OUEST 8 554	J	6
Dollard-Des-Ormeaux ILE-DE-MONTREAL 43 089	E	11
Domaine-Laurentien TERREBONNE *1 034*	M	27
Donnacona PORTNEUF 5 435	L	16
Dorion VAUDREUIL 5 469	Q	26
Dorval ILE-DE-MONTREAL 17 354	E	12
Drummondville DRUMMOND 36 020	P	14
Dunham MISSISQUOI 3 108	T	12
East Broughton Station BEAUCE 1 251	N	18
East Broughton BEAUCE 1 3[illegible]5	N	19
East-Angus COMPTON 3 701	R	16
Escoumins SAGUENAY 2 340	J	9
Evain TEMISCAMINGUE *3 019*	K	1
Farnham MISSISQUOI 6 102	R	32
Fatima ILES-DE-LA-MADELEINE *1 542*	J	24
Ferme-Neuve LABELLE 2 172	L	4
Fermont SAGUENAY 3 592	F	5
Forestville SAGUENAY 3 955	I	10
Fort Coulonge PONTIAC 1 449	M	3
Gaspe GASPE-EST 17 350	B	32
Gatineau HULL 81 244	R	3
Girardville LAC-SAINT-JEAN-OUEST *1 584*	J	6
Granby SHEFFORD 38 508	R	12
Grande Riviere GASPE-EST 4 413	D	32
Grand Mere CHAMPLAIN 14 582	L	13
Greenfield Park CHAMBLY 18 290	P	30
Grenville ARGENTEUIL 1 354	P	6
Hampstead ILE-DE-MONTREAL 7 451	E	12
Havre-Saint-Pierre SAGUENAY *3 344*	G	6
Hebertville-Station LAC-SAINT-JEAN-EST 1 416	K	7
Hudson VAUDREUIL 4 426	Q	25
Hull HULL 58 722	S	2
Huntingdon HUNTINGDON 2 919	S	26
Iberville IBERVILLE 8 547	R	31
Ile-Perrot VAUDREUIL 6 586	Q	27
Joliette JOLIETTE 16 845	L	30
Jonquiere CHICOUTIMI 58 467	J	8
Kingsey Falls DRUMMOND 1 083	P	15
Kirkland ILE-DE-MONTREAL 13 376	F	11
La Baie CHICOUTIMI 20 753	K	8
La Guadeloupe FRONTENAC 1 716	O	19
La Malbaie CHARLEVOIX-EST 3 948	G	20
La Plaine L ASSOMPTION 5 996	N	28
La Pocatiere KAMOURASKA 4 816	H	21
La Prairie LAPRAIRIE 11 072	R	30
La Presentation SAINT-HYACINTHE 1 685	O	32
La Sarre ABITIBI 8 622	J	2
La Tuque CHAMPLAIN 10 723	L	6
LaBelle LABELLE *2 134*	M	4
Lachenaie L ASSOMPTION 10 177	N	29
Lachine ILE-DE-MONTREAL 34 906	F	12
Lachute ARGENTEUIL 11 586	P	6
Lacolle SAINT-JEAN 1 376	T	30
Lac-Au-Saumon MATAPEDIA 1 330	E	26
Lac-A-La-Tortue CHAMPLAIN *2 644*	L	13
Lac-Bouchette LAC-SAINT-JEAN-OUEST 1 654	K	6
Lac-Brome BROME 4 466	S	13
Lac-Etchemin DORCHESTER 2 666	N	21
Lac-Megantic FRONTENAC 5 732	R	19
Lafontaine TERREBONNE 5 344	N	27
Lasalle ILE-DE-MONTREAL 75 621	F	13
Laurentides L ASSOMPTION 2 018	M	28
Laurier-Station LOTBINIERE 1 912	L	17
Lauzon LEVIS 13 620	D	18
Lavaltrie BERTHIER 2 690	M	31
Laval ILE-JESUS 284 164	D	11
Le Gardeur L ASSOMPTION 9 230	N	30
Lebel-Sur-Quevillon TERRITOIRE-DU-NOVEAU-QUEBEC 3 465	I	3
Lemoyne CHAMBLY 5 634	P	30
Lennoxville SHERBROOKE 3 898	R	15
Lery CHATEAUGUAY 2 316	Q	28
Levis LEVIS 18 310	E	17
Liniere BEAUCE 1 393	O	21
Longueuil CHAMBLY 125 441	P	30
Loretteville QUEBEC 14 335	D	17
Lorraine TERREBONNE 7 334	O	28
Lorrainville TEMISCAMINGUE 1 153	L	1
Louiseville MASKINONGE 3 557	N	12
Luceville RIMOUSKI 1 490	D	24
L Ange Gardien MONTMORENCY NO 1 2 412	K	19
L Annonciation LABELLE 2 318	M	4
L Ascension-de-Notre-Seigneur LAC-SAINT-JEAN-EST 1 845	J	7
L Assomption L ASSOMPTION 5 280	N	30
L Epiphanie L ASSOMPTION 2 846	M	30
L Isle-Verte RIVIERE-DU-LOUP 1 073	F	22
Macamic ABITIBI 1 821	J	2
Magog STANSTEAD 13 530	S	15
Malartic ABITIBI 4 474	J	3
Maniwaki GATINEAU 5 168	M	4
Maple Grove BEAUHARNOIS 2 127	R	28
Maria BONAVENTURE *2 461*	E	29
Marieville ROUVILLE 4 913	Q	32
Mascouche L ASSOMPTION 21 285	N	29
Maskinonge MASKINONGE 1 014	N	12
Masson PAPINEAU 4 842	P	2
Matagami TERRITOIRE-DU-NOVEAU-QUEBEC 2 738	I	3
Matane MATANE 13 243	C	26
McMasterville VERCHERES 3 665	P	31
Melocheville BEAUHARNOIS 2 050	Q	28
Mercier CHATEAUGUAY 7 264	R	28
Metabetchouan LAC-SAINT-JEAN-EST 3 285	J	7
Mirabel DEUX-MONTAGNES 13 875	O	26
Mistassini LAC-SAINT-JEAN-OUEST 6 734	J	6
Moisie SAGUENAY 1 118	G	6
Montebello PAPINEAU 1 069	P	5
Montmagny MONTMAGNY 11 958	J	21
Montreal ILE-DE-MONTREAL 1 015 420	D	13
Montreal-Est ILE-DE-MONTREAL 3 592	C	13
Montreal-Nord ILE-DE-MONTREAL 90 303	C	12
Montreal-Ouest ILE-DE-MONTREAL 5 382	E	12
Mont-Joli RIMOUSKI 6 670	D	24
Mont-Laurier LABELLE 7 937	M	4
Mont-Rolland TERREBONNE 2 123	L	26
Mont-Royal ILE-DE-MONTREAL 18 350	D	12
Mont-Saint-Hilaire ROUVILLE 10 588	P	31
Murdochville GASPE-OUEST 2 302	B	30
Napierville NAPIERVILLE 2 551	S	30
New Carlisle BONAVENTURE *1 674*	E	31
New Richmond BONAVENTURE 4 100	E	29
Nicolet NICOLET 5 065	N	13
Noranda TEMISCAMINGUE 8 870	J	2
Normandin LAC-SAINT-JEAN-OUEST 4 069	J	6
Normetal ABITIBI *1 239*	J	2
Notre-Dame-Des-Neiges-Des-Trois-Pistoles RIVIERE-DU-LOUP 1 233	F	22
Notre-Dame-des-Prairies JOLIETTE 5 809	L	30
Notre-Dame-de-Bon-Secours ROUVILLE 1 210	Q	31
Notre-Dame-de-Bon-Secours-de-L Islet L ISLET 1 137	I	20
Notre-Dame-de-Lourdes JOLIETTE 1 906	K	30
Notre-Dame-de-L Ile-Perrot VAUDREUIL 4 325	Q	27
Notre-Dame-de-Portneuf PORTNEUF 1 782	K	16
Notre-Dame-Du-Bon-Conseil DRUMMOND 1 166	O	14
Notre-Dame-du-Lac TEMISCOUATA 2 239	G	23
Notre-Dame-Du-Mont-Carmel CHAMPLAIN 4 054	M	13
Notre-Dame-du-Portage RIVIERE-DU-LOUP 1 074	G	21
Oka DEUX-MONTAGNES 1 480	P	26
Omerville STANSTEAD 1 577	S	15
Ormstown CHATEAUGUAY 1 620	S	27
Otterburn Park ROUVILLE 4 571	P	31
Outremont ILE-DE-MONTREAL 23 080	D	13
Papineauville PAPINEAU 1 488	P	4
Paspebiac BONAVENTURE *3 070*	E	31
Perce GASPE-EST 4 686	C	33
Petite Matane MATANE *1 262*	C	26
Pierrefonds ILE-DE-MONTREAL 39 605	E	10
Pierreville YAMASKA 1 146	N	13
Pincourt VAUDREUIL 9 121	Q	27
Plessisville MEGANTIC 7 042	N	16
Pohenegamook KAMOURASKA 3 526	H	22
Pointe-Aux-Outardes SAGUENAY 1 032	I	11
Pointe-Aux-Trembles PORTNEUF 1 613	K	17
Pointe-Calumet DEUX-MONTAGNES 3 450	P	26
Pointe-Claire ILE-DE-MONTREAL 26 026	E	11
Pointe-Lebel SAGUENAY 1 709	I	11
Pont-Rouge PORTNEUF 3 694	L	17
Portneuf PORTNEUF 1 336	L	16
Portneuf-Station PORTNEUF 1 336	L	16
Port-Cartier SAGUENAY 6 858	H	11
Price MATANE 2 081	D	25
Princeville ARTHABASKA 3 905	O	15
Quebec QUEBEC 164 580	D	17
Ragueneau SAGUENAY 1 843	I	10
Rawdon MONTCALM 3 032	L	28
Repentigny L ASSOMPTION 40 778	N	30
Richelieu ROUVILLE 2 020	Q	31
Richmond RICHMOND 3 260	O	14
Rigaud VAUDREUIL 2 203	P	25
Rimouski RIMOUSKI 20 672	E	23
Rimouski-Est RIMOUSKI 2 354	E	24
Riviere-du-Loup RIVIERE-DU-LOUP 13 321	F	22
Robertsonville MEGANTIC 1 844	N	18
Roberval LAC-SAINT-JEAN-OUEST 11 448	K	6
Rock Forest SHERBROOKE 12 210	R	15
Rock Island STANSTEAD 1 053	T	15
Rosemere TERREBONNE 8 673	O	28
Rouyn TEMISCAMINGUE 17 319	K	1
Roxboro, ILE-DE-MONTREAL, 6 138	E	11
Roxton Falls, SHEFFORD, 1 283	Q	13
Roxton Pond, SHEFFORD, 1 998	R	13
Sacre-Coeur-de-Jesus, JOLIETTE, 1 086	L	30
Sacre-Coeur-Saguenay, SAGUENAY, *1 172*	J	9
Sainte-Adele, TERREBONNE, 4 272	L	26
Sainte-Agathe, TERREBONNE, 1 071	L	25
Sainte-Agathe-Des-Monts, TERREBONNE 5 254	L	25
Sainte-Agathe-Sud, TERREBONNE, 1 554	L	26
Sainte-Anaclet-de-Lessard, RIMOUSKI 2 483	D	24
Sainte-Angele-de-Monnoir, ROUVILLE 1 216	Q	32
Sainte-Anne-Des-Monts, GASPE-OUEST 6 008	B	28
Sainte-Anne-Des-Plaines, TERREBONNE 8 931	N	28
Sainte-Anne-de-Beaupre MONTMORENCY NO 1, 3 162	I	19
Sainte-Anne-De-Bellevue, ILE-DE-MONTREAL, 4 140	F	10
Sainte-Anne-de-La-Perade, CHAMPLAIN 1 377	M	14
Sainte-Anne-de-La-Pocatiere KAMOURASKA, 1 758	H	20
Sainte-Anne-de-La-Pointe-Au-Pere RIMOUSKI, 3 685	D	24
Sainte-Anne-de-Sabrevois, IBERVILLE 1 599	S	31
Sainte-Anne-de-Sorel, RICHELIEU, 2 662	L	32
Sainte-Anne-du-Sault, ARTHABASKA 1 311	N	15
Sainte-Anne-D Yamachiche SAINT-MAURICE, 1 489	N	12
Sainte-Barbe, HUNTINGDON, 1 178	S	26
Sainte-Beatrix, JOLIETTE, 1 258	N	9
Sainte-Blandine, RIMOUSKI, 1 825	E	24
Sainte-Brigitte-de-Laval MONTMORENCY NO 1, 2 388	J	19
Sainte-Catharine, LAPRAIRIE, 7 020	Q	29
Sainte-Clothilde, CHATEAUGUAY, 1 442	S	28
Sainte-Croix, LOTBINIERE, 1 792	I	16
Sainte-Elizabeth, JOLIETTE, 1 543	K	29
Sainte-Emelie-De-L Energie, JOLIETTEL 1 167	M	9
Sainte-Famille, Ile Orleans MONTMORENCY NO 2, 1 026	D	19
Sainte-Foy, QUEBEC, 69 615	E	16
Sainte-Genevieve, ILE-DE-MONTREAL 2 588	E	11
Sainte-Genevieve-De-Batiscan CHAMPLAIN, 1 088	M	14
Sainte-Genevieve-De-Berthier, BERTHIER 2 079	K	31
Sainte-Germaine-de-L Anse-Aux-Gascons BONAVENTURE, 1 425	E	32
Sainte-Germaine-du-Lac-Etchemin DORCHESTER, 1 593	N	21
Sainte-Helene, KAMOURASKA, 1 065	H	21
Sainte-Helene-de-Breakleyville, LEVIS 2 385	E	17
Sainte-Henedine, DORCHESTER, 1 226	M	19
Sainte-Jeanne-D Arc, LAC-SAINT-JEAN-OUEST, 1 072	J	6
Saint-Jean-Baptiste-de-Nicolet, NICOLET 2 443	M	13
Sainte-Julienne, MONTCALM, 4 972	L	28
Sainte-Julie, VERCHERES, 15 502	O	30
Sainte-Justine, DORCHESTER, 2 035	M	22
Sainte-Luce, RIMOUSKI, 1 362	D	24
Sainte-Madeleine, SAINT-HYACINTHE 1 732	O	32
Sainte-Madeleine-de-Rigaud VAUDREUIL, 2 725	P	25
Sainte-Marguerite-du-Lac-Masson TERREBONNE, 1 590	L	26
Sainte-Marie, BEAUCE, 9 536	M	19
Sainte-Marie-de-Monnoir, ROUVILLE 2 235	Q	31
Sainte-Marie-Madeleine, SAINT-HYACINTHE, 1 678	P	33
Sainte-Marie-Salome, MONTCALM, 1 074	M	30
Sainte-Marthe-Sur-Le-Lac DEUX-MONTAGNES, 6 143	P	27
Sainte-Martine, CHATEAUGUAY, 2 186	R	28
Sainte-Melanie, JOLIETTE, 1 889	O	10
Sainte-Odile-sur-Rimouski Rimouski, 1 040	E	23
Sainte-Perpetue, NICOLET, 1 030	O	15
Sainte-Rosalie, BAGOT, 3 225	P	12
Sainte-Thecle, CHAMPLAIN, 1 208	J	13
Sainte-Therese, TERREBONNE, 19 336	O	28
Sainte-Ursule, MASKINONGE, 1 328	M	12
Sainte-Victoire-de-Sorel, RICHELIEU 2 150	M	32
Sainte-Victoire-D Arthabaska ARTHABASKA, 6 038	O	15
Saint-Adelphe, CHAMPLAIN, 1 098	K	14
Saint-Albert-De-Warwick, ARTHABASKA 1 204	O	15
Saint-Alexandre, IBERVILLE, 1 507	R	32
Saint-Alexandre, KAMOURASKA, 1 916	G	21
Saint-Alexis-des-Monts, MASKINONGE, 2 604	M	11
Saint-Alphonse, SHEFFORD, 1 685	R	12
Saint-Alphonse-de-Rodriguez, JOLIETTE 1 705	N	9
Saint-Amable, VERCHERES, *4 531*	O	31
Saint-Ambroise, CHICOUTIMI, *3 666*	J	8
Saint-Ambroise-de-Kildare, JOLIETTE 2 731	K	29
Saint-Anaclet-de-Lessard, RIMOUSKI 2 483	D	24
Saint-Andre-Avellin, PAPINEAU, 1 327	P	3
Saint-Andre-D Acton, BAGOT, 2 103	Q	13
Saint-Andre-d Argenteuil, ARGENTEUIL, 1 104	Q	7
Saint-Andre-Est, ARGENTEUIL, 1 351	O	6
Saint-Ange-Gardien, ROUVILLE, 1 317	R	33
Saint-Anicet, HUNTINGDON, 2 104	S	25
Sainte-Anne-Du-Sault, ARTHABASKA *1 311*	N	15
Saint-Anselme, DORCHESTER, 1 395	L	19
Saint-Antoine, TERREBONNE, 7 691	N	27
Saint-Antoine-De-Lavaltrie, BERTHIER 2 630	M	31
Saint-Antoine-de-La-Riviere-Du-Loup MASKINONGE, 4 505	N	12
Saint-Antoine-de-Tilly, LOTBINIERE, 1 290	L	17
Saint-Antonin, RIVIERE-DU-LOUP, 3 160	G	22
Saint-Arsene, RIVIERE-DU-LOUP, 1 187	F	22
Saint-Athanase, IBERVILLE, 5 715	R	31
Saint-Augustin-de-Desmaures PORTNEUF 9 013	L	17
Saint-Barnabe, SAINT-MAURICE, 1 261	M	12
Saint-Barthelemi, BERTHIER, 1 906	N	11
Saint-Basile-Le-Grand, CHAMBLY, 8 852	P	31
Saint-Basile-Sud, PORTNEUF, 1 661	K	16
Saint-Benoit-Joseph-Labre, MATAPEDIA 2 191	E	25
Saint-Benoit-Labre, BEAUCE, 1 462	P	20
Saint-Bernard, DORCHESTER, 1 167	M	18
Saint-Bernard-de-Lacolle, SAINT-JEAN 1 490	T	30
Saint-Blaise, SAINT-JEAN, 1 671	R	31
Saint-Bonaventure, YAMASKA, 1 111	O	13
Saint-Boniface-de-Shawinigan, SAINT-MAURICE, 3 294	M	22
Saint-Bruno, LAC-SAINT-JEAN-EST, 2 590	K	7
Saint-Bruno-de-Guigues TEMISCAMINGUE, 1 081	K	1
Saint-Bruno-De-Montarville, CHAMBLY 23 103	O	30
Saint-Camille-De-Lellis, BELLECHASSE 1 108	M	22
Saint-Canut, DEUX-MONTAGNES, 1 123	M	22
Saint-Casimir, PORTNEUF, 1 389	L	15
Saint-Cesaire, ROUVILLE, 2 960	R	33
Saint-Charles, BELLECHASSE, 1 106	R	19
Saint-Charles-Borome, BELLECHASSE 1 147	L	19
Saint-Charles-Borromee, JOLIETTE 8 469	L	30
Saint-Christophe-D Arthabaska ARTHABASKA, 1 894	O	16
Saint-Colomban, DEUX-MONTAGNES 2 684	N	26
Saint-Come, JOLIETTE, 1 618	M	9
Saint-Come-de-Kennebec, BEAUCE 1 583	P	21
Saint-Constant, LAPRAIRIE, 12 508	Q	29
Saint-Cuthbert, BERTHIER, 1 687	K	31
Saint-Cyprien, NAPIERVILLE, 1 154	S	30
Saint-Damase, SAINT-HYACINTHE, 1 215	P	32
Saint-Damien, BERTHIER, 1 320	M	10
Saint-Damien-De-Buckland BELLECHASSE, 2 260	L	21
Saint-David-de-L Auberivere, LEVIS 5 769	D	18
Saint-Denis, SAINT-HYACINTHE, 1 156	N	32
Saint-Denis-de-Brompton, RICHMOND 1 892	R	15
Saint-Dominique, BAGOT, 2 041	R	12
Saint-Dunstan-du-Lac-Beauport QUEBEC, 3 713	D	18
Saint-Edouard, NAPIERVILLE, 1 188	R	30
Saint-Edouard-De-Frampton DORCHESTER, 3 316	M	19
Saint-Edouard-de-Lotbiniere LOTBINIERE, 1 367	L	16
Saint-Elie, SAINT-MAURICE, 1 233	L	12
Saint-Elie-D Orford, SHERBROOKE, 3 700	R	15
Saint-Emile, QUEBEC, 5 521	D	19
Saint-Ephrem-De-Beauce, BEAUCE, 1 224	L	19
Saint-Emphrem-de-Tring, BEAUCE, 1 018	O	19
Saint-Epiphane, RIVIERE-DU-LOUP, 1 052	F	22
Saint-Esprit, MONTCALM, 1 774	M	29
Saint-Etienne-Des-Gres, SAINT-MAURICE 3 303	M	13
Saint-Etienne-De-Beaumont BELLECHASSE, 1 922	K	19
Saint-Eugene, L ISLET, 1 230	I	22
Saint-Eustache, DEUX-MONTAGNES 32 226	O	27
Saint-Fabien, RIMOUSKI, 2 024	E	23
Saint-Fabien-de-Panet, MONTMAGNY 1 078	L	22
Saint-Felicien, LAC-SAINT-JEAN-OUEST 9 324	J	6
Saint-Felix-de-Valois, JOLIETTE, 3 054	M	10
Saint-Fidele-de-Mont-Murray CHARLEVOIX-EST, 1 100	G	20
Saint-Francois-Xavier-de-Brompton RICHMOND, 1 817	O	15
Saint-Frederic, BEAUCE, 1 044	N	19
Saint-Gabriel, BERTHIER, 2 929	M	10
Saint-Gabriel-de-Brandon, BERTHIER, 2 042	N	11
Saint-Gedeon, FRONTENAC, 1 627	P	20
Saint-Georges, BEAUCE, 11 723	O	20
Saint-Georges, CHAMPLAIN, 3 653	L	13
Saint-Georges-de-Cacouna, RIVIERE-DU-LOUP, 1 166	F	22
Saint-Georges-Est, BEAUCE, 2 418	O	20
Saint-Georges-Ouest, BEAUCE, 6 352	O	20
Saint-Gerard-Des-Laurentides SAINT-MAURICE, 1 016	L	12
Saint-Gerard-Magella, L ASSOMPTION 2 514	M	30
Saint-Germaine-de-Grantham DRUMMOND, 1 542	R	13
Saint-Gilles, LOTBINIERE, 1 750	M	18
Saint-Gregoire-Le-Grand, IBERVILLE 1 904	R	32
Saint-Hilarion, CHARLEVOIX-OUEST 1 245	H	20
Saint-Hippolyte, TERREBONNE, 3 626	M	27
Saint-Honore, BEAUCE, *1 081*	P	20
Saint-Honore, CHICOUTIMI, *3 643*	J	8
Saint-Hubert, CHAMBLY, 66 218	P	30
Saint-Hubert, RIVIERE-DU-LOUP, 1 433	G	22
Saint-Hyacinthe, SAINT-HYACINTHE 38 603	P	33
Saint-Hyacinthe-le-Confesseur SAINT-HYACINTHE, 1 031	P	33
Saint-Ignace-de-Loyola, BERTHIER, 1 785	M	10
Saint-Isidore, DORCHESTER, 1 650	M	18
Saint-Isidore, LAPRAIRIE, 2 262	R	29
Saint-Jacques, MONTCALM, 1 564	M	29
Saint-Jacques, MONTCALM, 2 153	M	29
Saint-Jacques-le-Mineur, LAPRAIRIE 1 218	R	30
Saint-Jean-Baptiste, ROUVILLE, 2 711	P	32
Saint-Jean-Baptiste-de-Nicolet, NICOLET 2 443	N	13
Saint-Jean-Chrysostome, CHATEAUGUAY 1 550	S	28
Saint-Jean-Chrysostome, LEVIS, 8 797	E	18
Saint-Jean-de-Boischatel MONTMORENCY NO 1, 3 862	K	19
Saint-Jean-de-Dieu, RIVIERE-DU-LOUP 2 083	F	22
Saint-Jean-de-Matha, JOLIETTE, 2 926	M	10
Saint-Jean-Port-Joli, L ISLET, 3 385	I	20
Saint-Jean-Sur-Richelieu, SAINT-JEAN 34 745	R	31
Saint-Jerome, TERREBONNE, 23 316	N	27
Saint-Jerome-de-Matane, MATANE, 1 187	C	26
Saint-Joachim, MONTMORENCY NO 1 *1 480*	I	19
Saint-Joachim-de-Shefford, SHEFFORD 1 092	R	13
Saint-Joseph-De-Beauce, BEAUCE, 3 183	N	19
Saint-Joseph-De-Lanoraie, BERTHIER 1 294	L	31
Saint-Joseph-de-Maskinonge MASKINONGE, 1 240	N	12
Saint-Joseph-de-Sorel, RICHELIEU, 2 272	L	32
Saint-Joseph-Du-Lac, DEUX-MONTAGNES, 2 691	P	27
Saint-Jovite, TERREBONNE, 3 744	N	6
Saint-Jude, SAINT-HYACINTHE, 1 095	N	32
Saint-Justin, MASKINONGE, 1 209	N	12
Saint-Lambert, CHAMBLY, 20 030	P	30
Saint-Lambert-de-Lauzon, LEVIS, 3 611	F	17
Saint-Laurent, Ile Orleans MONTMORENCY NO 2, 1 406	D	18
Saint-Laurent, ILE-DE-MONTREAL 67 002	E	12
Saint-Lazare, BELLECHASSE, 1 288	L	20
Saint-Lazare, VAUDREUIL, 5 084	Q	28
Saint-Leonard, ILE-DE-MONTREAL 75 947	C	13
Saint-Leon-Le-Grande, MATAPEDIA, 1 277	E	25
Saint-Leon-De-Standon, DORCHESTER 1 362	M	20
Saint-Leon-Le-Grand, MATAPEDIA, 1 277	E	25
Saint-Leonard-d Aston, NICOLET, 1 027	O	14
Saint-Liboire, BAGOT, 1 245	Q	12
Saint-Liguori, MONTCALM, 1 386	L	29
Saint-Lin, L ASSOMPTION, 5 398	M	28
Saint-Louis-De-France, CHAMPLAIN 5 579	M	13
Saint-Louis-de-Gonzague BEAUHARNOIS, 1 387	S	26
Saint-Louis-du-Ha! Ha!, TEMISCOUATA 1 520	G	23
Saint-Louis-de-Pintendre, LEVIS, 4 001	E	18
Saint-Luc, SAINT-JEAN, 10 951	Q	30
Saint-Malachie, DORCHESTER, 1 270	M	20
Saint-Malachie-D Ormstown CHATEAUGUAY, 2 041	S	27
Saint-Marc-Des-Carrieres, PORTNEUF 2 804	L	15
Saint-Marc-Sur-Richelieu, VERCHERES 1 641	O	31
Sainte-Marguerite-Du-Lac-Masson TERREBONNE, *1 590*	L	26
Saint-Martin, BEAUCE, 2 445	P	20
Saint-Mathias, ROUVILLE, 3 065	P	31
Saint-Mathieu-de-Beloeil, VERCHERES 1 783	O	31
Saint-Maurice, CHAMPLAIN, 2 157	M	14
Saint-Michel, BELLECHASSE, 1 689	K	19
Saint-Michel, NAPIERVILLE, 1 739	R	29
Saint-Michel-Des-Saints, BERTHIER, *2 021*	M	10
Saint-Michel-de-Rougemont, ROUVILLE 1 188	Q	32
Saint-Michel-du-Squatec, TEMISCOUATA 1 467	F	23
Saint-Michel-D Yamaska, YAMASKA 1 018	O	12
Saint-Narcisse, CHAMPLAIN, 1 935	L	14
Saint-Narcisse, RIMOUSKI, 1 011	F	24
Saint-Narcisse-de-Beaurivage LOTBINIERE, 1 048	M	18
Saint-Nicephore, DRUMMOND, *6 537*	P	14
Saint-Nicholas, LEVIS, 6 123	E	17
Saint-Odilon-de-Cranbourne DORCHESTER, 1 529	N	20
Saint-Omer, BONAVENTURE, 1 341	E	28
Saint-Ours, RICHELIEU, 1 002	M	32
Saint-Pamphile, L ISLET, 3 274	J	21
Saint-Pascal, KAMOURASKA, 2 718	H	21
Saint-Patrice, RIVIERE-DU-LOUP, 3 021	G	22
Saint-Patrice-de-Sherrington NAPIERVILLE, 1 916	S	29
Saint-Paul D Abbotsford, ROUVILLE 2 666	R	12
Saint-Paul-de-L Ile-Aux-Noix SAINT-JEAN, 1 577	S	31
Saint-Philippe, LAPRAIRIE, 3 357	Q	30
Saint-Philippe-de-Neri, KAMOURASKA, 1 052	H	21
Saint-Pierre, Ile Orleans, MONTMORENCY NO 2, 1 882	D	18
Saint-Pierre, ILE-DE-MONTREAL, 4 944	E	13
Saint-Pierre-de-Sorel, RICHELIEU, 5 098	L	32
Saint-Pie, BAGOT, 2 234	R	12
Saint-Polycarpe, SOULANGES, 1 021	R	25
Saint-Prime, LAC-SAINT-JEAN-OUEST *2 480*	K	6
Saint-Prosper, DORCHESTER, *3 646*	N	21
Saint-Raphael, BELLECHASSE, 1 279	K	20
Saint-Raphael-de-L Ile-Bizard, ILE-DE-MONTREAL, 8 535	E	10
Saint-Raymond, PORTNEUF, 4 416	J	16
Saint-Redempteur, LEVIS, 5 033	F	17
Saint-Remi, NAPIERVILLE, 5 288	R	29
Saint-Rene-de-Matane, MATANE, 1 189	C	26
Saint-Robert, RICHELIEU, 1 846	L	31
Saint-Roch, RICHELIEU, 1 588	M	30
Saint-Roch-de-L Achigan L ASSOMPTION, 3 535	M	29
Saint-Roch-de-Richelieu, RICHELIEU 1 598	M	32
Saint-Romuald-D Etchemin, LEVIS, 9 953	E	18
Saint-Saveur, TERREBONNE, 1 623	M	26
Saint-Saveur-Des-Monts, TERREBONNE 2 435	M	26
Saint-Severin, CHAMPLAIN, 1 028	K	14
Saint-Simeon, CHARLEVOIX-EST, 1 074	F	21
Saint-Simon, BAGOT, 1 163	P	13
Saint-Stanislas-De-Kostka BEAUHARNOIS, 1 455	S	26
Saint-Sulpice, L ASSOMPTION, 1 969	M	31
Saint-Theodore-D Acton, BAGOT, 1 533	Q	13
Saint-Thomas, JOLIETTE, 2 689	L	31
Saint-Thomas-D Aquin, SAINT-HYACINTHE, 3 004	O	32
Saint-Timothee, BEAUHARNOIS, 5 381	R	26
Saint-Timothee, CHAMPLAIN, 2 073	K	13
Saint-Tite, CHAMPLAIN, 2 831	K	13
Saint-Urbain, CHARLEVOIX-OUEST, 1 656	H	19
Saint-Urbain-Premier, CHATEAUGUAY 1 151	S	28
Saint-Victor, BEAUCE, 1 105	N	19
Saint-Zacharie, BEAUCE, 1 211	O	21
Saint-Zotique, SOULANGES, 2 025	R	25
Salaberry-De-Valleyfield, BEAUHARNOIS 27 942	R	26
Sayabec, MATAPEDIA, *2 308*	D	25
Senneterre, ABITIBI, 4 017	T	4
Senneville, ILE-DE-MONTREAL, 1 101	F	10
Sept-Isles, SAGUENAY, 25 637	G	6
Shawinigan, SAINT-MAURICE, 21 470	L	13
Shawinigan-Sud, CHAMPLAIN, 11 412	L	13
Shawville, PONTIAC, 1 575	N	3
Sherbrooke, SHERBROOKE, 74 438	R	15
Sillery, QUEBEC, 12 784	E	17
Sorel, RICHELIEU, 19 522	L	32
Stanstead Plain, STANSTEAD, 1 060	T	15
Sutton, BROME, 1 602	T	13
Temiscaming, TEMISCAMINGUE, 2 071	L	2
Terrebonne, TERREBONNE, 31 310	O	29
Thetford Mines, MEGANTIC, 18 561	O	18
Thurso, PAPINEAU, 2 578	P	3
Tingwick, ARTHABASKA, 1 307	P	15
Tracy, RICHELIEU, 12 546	L	32
Tres-Saint-Sacrement, CHATEAUGUAY 1 362	S	27
Tring-Jonction, BEAUCE, 1 333	N	19
Trois-Pistoles, RIVIERE-DU-LOUP, 4 290	F	22
Trois-Rivieres, SAINT-MAURICE, 50 122	M	13
Trois-Rivieres-Ouest, SAINT-MAURICE 15 538	M	13
Valcourt, SHEFFORD, 2 501	R	14
Vallee-Jonction, BEAUCE, 1 171	N	19
Val-Belair, QUEBEC, 13 105	D	16
Val-David, TERREBONNE, 2 497	L	26
Val-D Or, ABITIBI, 22 252	K	3
Vanier, QUEBEC, 10 208	E	17
Varennes, VERCHERES, 10 489	O	30
Vaudreuil, VAUDREUIL, 8 253	Q	26
Vercheres, VERCHERES, 4 530	N	31
Verdun, ILE-DE-MONTREAL, 60 246	E	13
Victoriaville, ARTHABASKA, 21 587	O	15
Ville-Marie, TEMISCAMINGUE, 2 621	L	1
Warwick, ARTHABASKA, 2 807	O	15
Waterloo, SHEFFORD, 4 265	R	13
Waterville, COMPTON, 1 350	S	16
Weedon-Centre, WOLFE, 1 204	Q	17
Westmount, ILE-DE-MONTREAL, 20 011	E	13
Windsor, RICHMOND, 4 850	Q	15
Yamachiche, SAINT-MAURICE, 1 251	N	12


ONTARIO
LEGEND
INTERNATIONAL BOUNDARY
PROVINCIAL BOUNDARIES
COUNTY BOUNDARIES
CENSUS METROPOLITAN AREAS
PLACE WITH 1000+ POPULATION
Scale: 1 Inch = 52 Kilometers or 32 Miles
N
A
QUEBEC
NEW YORK
MICHIGAN
Lake Huron
Lake Ontario
Lake Erie
Lake St. Clair
St. Lawrence River
SUDBURY DISTRICT
SUDBURY REGIONAL MUNICIPALITY
ALGOMA
MANITOULIN
Manitoulin Island
NIPISSING
PARRY SOUND
MUSKOKA
HALIBURTON
RENFREW
LENNOX AND ADDINGTON
FRONTENAC
LANARK
OTTAWA-CARLETON
PRESCOTT + RUSSELL U. C.
STORMONT DUNDAS + GLENGARRY U.C.
LEEDS + GRENVILLE U. C.
HASTINGS
PETERBOROUGH
VICTORIA
SIMCOE
GREY
BRUCE
DUFFERIN
WELLINGTON
HURON
PERTH
WATERLOO
HALTON
PEEL
YORK
DURHAM
TORONTO
NORTHUMBERLAND
PRINCE EDWARD
HAMILTON-WENTWORTH
NIAGARA
HALDIMAND-NORFOLK
BRANT
OXFORD
MIDDLESEX
ELGIN
LAMBTON
KENT
ESSEX
See Ottawa-Hull Inset
See Toronto Area Inset
Sault Ste. Marie
Thessalon
Blind River
Elliot Lake
Espanola
Massey
Onaping Falls
Capreol
Valley East
Rayside-Balfour
Nickel Centre
Walden
Sudbury
Little Current
Sturgeon Falls
North Bay
Mattawa
Powassan
South River
Parry Sound
Deep River
Petawawa
Pembroke
Cabden
Eganville
Renfrew
Arnprior
Barrys Bay
Huntsville
Bracebridge
Gravenhurst
Haliburton
Bancroft
Penetanguishene
Midland
Port McNicoll
Victoria Harbour
Wasaga Beach
Elmvale
Orillia
Collingwood
Stayner
Barrie
Creemore
Alliston
Shelburne
Orangeville
Owen Sound
Meaford
Thornbury
Markdale
Chesley
Paisley
Hanover
Durham
Dundalk
Southampton
Port Elgin
Kincardine
Walkerton
Wiarton
Lucknow
Wingham
Harriston
Mount Forest
Palmerston
Arthur
Grand Valley
Listowel
Goderich
Clinton
Hensall
Exeter
Mitchell
Milverton
Stratford
St. Marys
Elora
Fergus
Erin
Hillsburgh
Guelph
Paris
Brantford
Woodstock
Ingersoll
Tillsonburg
Simcoe
Nanticoke
Haldimand
Dunnville
London
Belmont
St. Thomas
Aylmer
Port Stanley
Dutton
West Lorne
Rodney
Ridgetown
Blenheim
Chatham
Dresden
Wallaceburg
Tilbury
Glencoe
Strathroy
Parkhill
Lucan
Forest
Point Edward
Sarnia
Petrolia
Wyoming
Watford
Huron Park
Windsor
Tecumseh
St. Clair Beach
Belle River
Stoney Point
Essex
Amherstburg
Harrow
Kingsville
Leamington
Wheatley
Fenelon Falls
Lindsay
Bobcaygeon
Lakefield
Havelock
Norwood
Peterborough
Hastings
Campbellford
Stirling
Frankford
Marmora
Madoc
Tweed
Deseronto
Belleville
Trenton
Napanee
Bath
Kingston
Picton
Wellington
Brighton
Colborne
Cobourg
Port Hope
Oshawa
Gananoque
Brockville
Prescott
Cardinal
Iroquois
Morrisburg
Ingleside
Cornwall
Winchester
Kemptville
Chesterville
Alexandria
Casselman
Russell
Almonte
Carleton Place
Perth
Smith Falls
Rockland
Alfred
L'Original
Hawkesbury
Vankleek Hill
Bourget
Lively
ONTARIO
MANITOBA
Hudson Bay
KENORA
THUNDER BAY
COCHRANE
RAINY RIVER
MINNESOTA
Lake Superior
TIMISKAMING
SUDBURY DISTRICT
ALGOMA
QUEBEC
Red Lake
Dryden
Keewatin
Sioux Lookout
Fort Frances
Atikokan
Geraldton
Longlac
Hearst
Kapuskasing
Smooth Rock Falls
Cochrane
Iroquois Falls
Timmins
Kirkland Lake
Englehart
Earlton
New Liskeard
Haileybury
Cobalt
Thunder Bay
White River
Scale: 1 Inch = 378 Kilometers or 235 Miles
TORONTO AREA INSET
Scale: 1 Inch = 30 Kilometers or 19 Miles
VICTORIA
DURHAM
YORK
PEEL
HALTON
TORONTO
WATERLOO
HAMILTON-WENTWORTH
NIAGARA
Lake Ontario
Kitchener
Waterloo
St. Jacobs
Cambridge
Orangeville
Caledon
Brampton
Halton Hills
Milton
Mississauga
Etobicoke
York
East York
North York
Scarborough
Pickering
Ajax
Whitby
Oshawa
Newcastle
Vaughan
Richmond Hill
Markham
Aurora
Newmarket
Whitchurch-Stouffville
Sharon
Tottenham
Beeton
Cookstown
Bradford
East Gwillimbury
Mount Albert
Oakville
Burlington
Flamborough
Dundas
Hamilton
Ancaster
Stoney Creek
Grimsby
Lincoln
St. Catharines
Niagara-on-the-Lake
Thorold
Welland
Niagara Falls
Pelham
Port Colborne
Fort Erie
OTTAWA-HULL INSET
Scale: 1 Inch = 36 Kilometers or 22 Miles
PONTIAC
GATINEAU
PAPINEAU
HULL
Gatineau
Hull
Aylmer
Ottawa
Rockcliffe Park
Vanier
Gloucester
Kanata City
Nepean
Rockland
OTTAWA-CARLETON
Munster
PRESCOTT + RUSSELL U. C.

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COUNTIES AND TOWNS

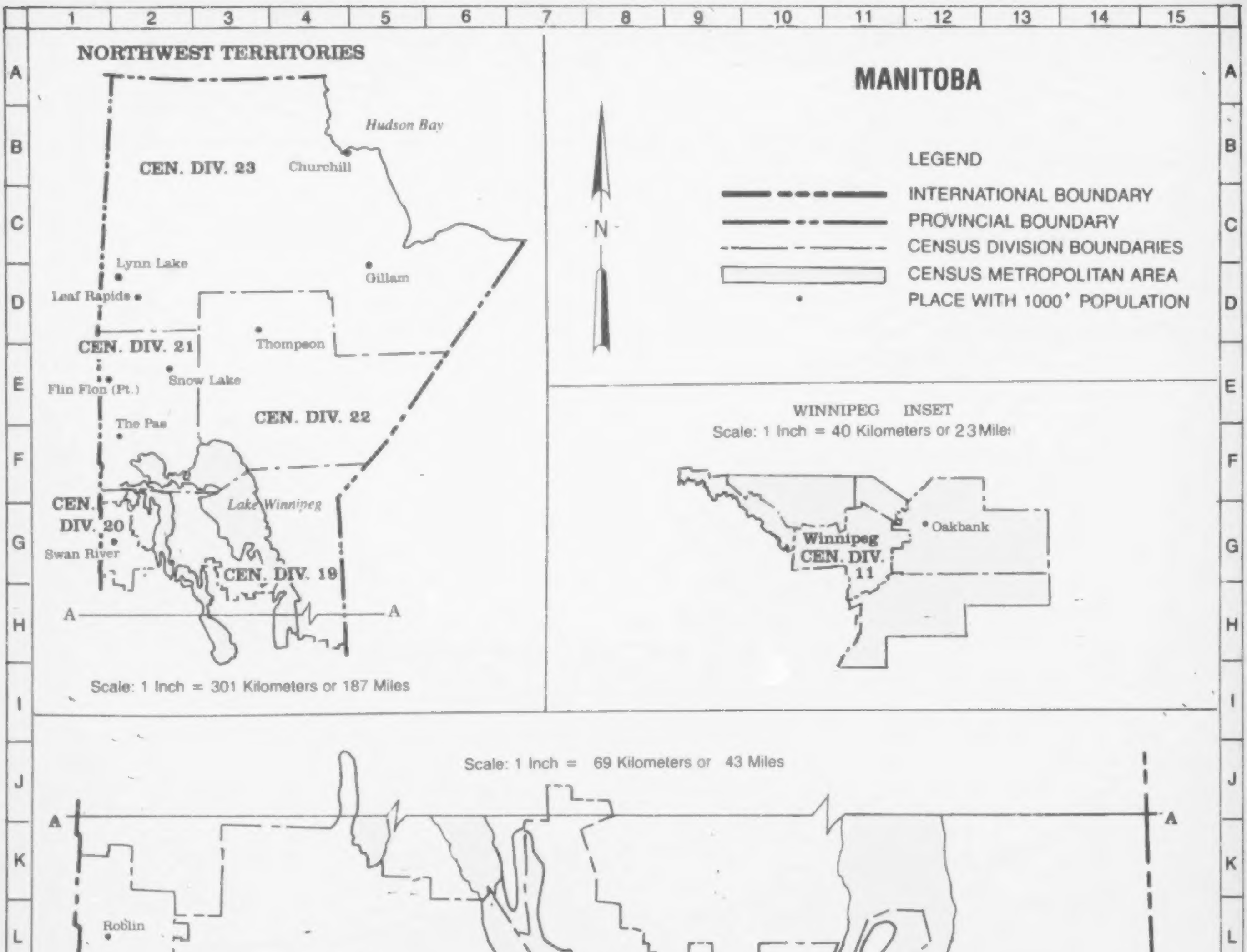
The following lists counties then towns and counties - in alphabetical order by province. 1986 Census population and map reference coordinates also appear. Census figures are shown in italics for unincorporated communities. Only those towns are included which have 1000 + (Census) population.

ONTARIO

9,101,694

ALGOMA	131 841	D	12
BRANT	106 267	R	16
BRUCE	58 848	M	14
COCHRANE	93 712	E	6
DUFFERIN	36 635	O	17
DURHAM	326 179	I	10
ELGIN	70 335	S	13
ESSEX	316 362	T	8
FRONTENAC	115 221	M	27
GREY	74 759	M	16
HALDIMAND-NORFOLK	90 121	S	16
HALIBURTON	11 961	K	22
HALTON	271 389	L	5
HAMILTON-WENTWORTH	423 398	M	4
HASTINGS	109 352	O	25
HURON	55 996	O	13
KENORA	52 834	C	4
KENT	106 732	T	11
LAMBTON	124 592	R	11
LANARK	49 649	L	28
LEEDS & GRENVILLE	84 582	N	29
LENNOX & ADDINGTON	34 354	O	26
MANITOULIN	9 823	G	13
MIDDLESEX	332 471	R	13
MUSKOKA	40 235	K	20
NIAGARA	370 132	P	8
NIPISSING	79 004	G	22
NORTHUMBERLAND	67 704	O	23
OTTAWA-CARLETON	606 639	K	29
OXFORD	85 364	R	15
PARRY SOUND	33 828	I	19
PEEL	592 169	K	6
PERTH	66 608	P	14
PETERBOROUGH	105 056	N	23
PRESCOTT & RUSSELL	57 620	K	32
PRINCE EDWARD	22 427	P	25
RAINY RIVER	22 871	F	2
RENFREW	88 965	J	26
SIMCOE	238 408	M	19
STORMONT DUNDAS & GLENGARRY	102 262	L	32
SUDBURY DISTRICT	25 771	C	16
SUDBURY REGIONAL MUNICIPALITY	152 476	D	16
THUNDER BAY	155 673	E	4
TIMISKAMING	40 307	F	7
TORONTO	2 192 721	K	8
VICTORIA	52 599	M	21
WATERLOO	329 404	L	2
WELLINGTON	139 436	O	16
YORK	350.602	J	7

Ajax DURHAM 36 550	K	9
Alexandria STORMONT DUNDAS & GLENGARRY 3 246	L	33
Alfred PRESCOTT & RUSSELL 1 050	K	32
Alliston SIMCOE 4 844	N	18
Almonte LANARK 4 122	L	28
Amherstburg ESSEX 8 413	T	8
Ancaster HAMILTON-WENTWORTH 17 264	N	4
Arnprior RENFREW 6 022	K	28
Arthur WELLINGTON 1 842	O	16
Atikokan RAINY RIVER *4,345*	F	2
Aurora YORK 20 905	J	8
Aylmer ELGIN 5 248	S	14
Bancroft HASTINGS 2 363	L	24
Barrie SIMCOE 48 287	M	19
Barry's Bay RENFREW 1 141	J	25
Bath LENNOX & ADDINGTON 1 045	O	26
Beeton SIMCOE 2 154	O	18
Belle River ESSEX 3 797	T	9
Belleville HASTINGS 36 041	O	25
Belmont ELGIN 1 011	S	14
Blenheim KENT 4 382	T	11
Blind River ALGOMA 3 553	E	12
Bobcaygeon VICTORIA 1 785	N	21
Bourget PRESCOTT & RUSSELL 1 057	K	31
Bracebridge MUSKOKA 9 811	K	20
Bradford SIMCOE 8 825	O	19
Brampton PEEL 188 498	J	6
Brantford BRANT 76 146	R	16
Brighton NORTHUMBERLAND 3 595	P	24
Brockville LEEDS & GRENVILLE 20 880	N	29
Burlington HALTON 116 675	M	5
Cabden RENFREW 1 028	J	27
Caledon PEEL 29 666	I	5
Cambridge WATERLOO 79 920	K	2
Campbellford NORTHUMBERLAND 3.505	O	24
Capreol SUDBURY REG MUNIC 3 765	D	17
Cardinal LEEDS & GRENVILLE 1 639	M	30
Carleton Place LANARK 6 520	L	29
Casselman PRESCOTT & RUSSELL 1 875	K	31
Chatham KENT 42 211	T	11
Chesley BRUCE 1 841	M	15
Chesterville STORMONT DUNDAS & GLENGARRY 1 498	L	31
Clinton HURON 3.124	P	13
Cobalt TIMISKAMING 1 640	G	7
Cobourg NORTHUMBERLAND 13 197	P	23
Cochrane COCHRANE 4 662	E	6
Colborne NORTHUMBERLAND 1 849	P	23
Coldwater SIMCOE 1 028	L	19
Collingwood SIMCOE 12 172	M	17
Cookstown SIMCOE 1 027	N	18
Cornwall STORMONT DUNDAS & GLENGARRY 46 425	L	32
Creemore SIMCOE 1 190	N	18
Deep River RENFREW 4 602	H	25
Deseronto HASTINGS 1 881	O	26
Dresden KENT 2 573	S	11
Dryden KENORA 6 462	E	2
Dundalk GREY 1 295	N	16
Dundas HAMILTON-WENTWORTH 20 118	M	4
Dunnville HALDIMAND-NORFOLK 11 589	S	18
Durham GREY 2 517	N	15
Dutton ELGIN 1 094	S	12
Earleton TIMISKAMING *1,413*	G	7
East Gwillimbury YORK 14 644	H	8
East York TORONTO METRO 101 085	K	8
Eganville RENFREW 1 241	J	26
Elliot Lake ALGOMA 17 984	E	12
Elmvale SIMCOE 1 476	M	19
Elora WELLINGTON 2 799	P	16
Englehart TIMISKAMING 1 740	G	7
Erin WELLINGTON 2 320	P	17
Espanola SUDBURY DISTRICT 5 491	F	15
Essex ESSEX 6 134	T	8
Etobicoke TORONTO METRO 302 973	K	7
Exeter HURON 3 769	O	13
Fenelon Falls VICTORIA 1 797	N	21
Fergus WELLINGTON 6 272	P	16
Flamborough HAMILTON-WENTWORTH 26 142	M	3
Forest LAMBTON 2 658	Q	11
Fort Erie NIAGARA 23 253	Q	9
Fort Frances RAINY RIVER 8 870	E	2
Frankford HASTINGS 2 040	O	24
Gananoque LEEDS & GRENVILLE 4.939	O	28
Geraldton THUNDER BAY 2.882	E	4
Glencoe MIDDLESEX 1 693	S	12
Gloucester OTTAWA-CARLETON 89 810	S	31
Goderich HURON 7 352	O	13
Grand Valley DUFFERIN 1 178	O	17
Gravenhurst MUSKOKA 8 926	L	20
Grimsby NIAGARA 16 956	O	6
Guelph WELLINGTON 78 235	Q	17
Haileybury TIMISKAMING 4 820	G	7
Haldimand HALDIMAND-NORFOLK 17 701	S	17
Haliburton HALIBURTON *1,878*	K	22
Halton Hills HALTON 35 570	K	5
Hamilton HAMILTON-WENTWORTH 306 728	N	5
Hanover GREY 6 414	N	15
Harriston WELLINGTON 1 993	O	15
Harrow ESSEX 2 334	U	8
Hastings NORTHUMBERLAND 1 055	N	24
Havelock PETERBOROUGH 1 381	N	23
Hawkesbury PRESCOTT & RUSSELL 9 710	K	33
Hearst COCHRANE 5 559	E	5
Hensall HURON 1 089	P	13
Hillsburgh WELLINGTON *1,267*	P	17
Huntsville MUSKOKA 12 131	J	20
Huron Park HURON *1,074*	Q	13
Ingersoll OXFORD 8 451	R	14
Ingleside STORMONT DUNDAS & GLENGARRY *1,446*	M	31
Iroquois Falls COCHRANE 6 191	E	7
Iroquois STORMONT DUNDAS & GLENGARRY 1 178	M	31
Kanata OTTAWA-CARLETON 27 519	S	30
Kapuskasing COCHRANE 11 378	E	6
Keewatin KENORA 1 954	E	1
Kemptville LEEDS & GRENVILLE 2 597	M	30
Kenora KENORA 9 621	E	1
Kincardine BRUCE 5 852	M	13
Kingston FRONTENAC 55 050	O	27
Kingsville ESSEX 5 382	U	9
Kirkland Lake TIMISKAMING 11 604	F	7
Kitchener WATERLOO 150 604	K	2
Lakefield PETERBOROUGH 2 414	N	22
Leamington ESSEX 12 828	U	9
Lincoln NIAGARA 14 391	O	7
Lindsay VICTORIA 14 455	N	22
Listowel PERTH 5 107	O	15
Little Current MANITOULIN 1 463	G	14
London MIDDLESEX 269 140	R	14
Longlac THUNDER BAY 2 339	E	4
Lucan MIDDLESEX 1 728	O	13
Lucknow BRUCE 1 062	N	13
L Orignal PRESCOTT & RUSSELL 1 914	J	33
Madoc HASTINGS 1 255	N	25
Markdale GREY 1 226	M	16
Markham YORK 114 597	J	9
Marmora HASTINGS 1 430	N	24
Massey SUDBURY DISTRICT 1 257	F	14
Mattawa NIPISSING 2 535	G	22
Meaford GREY 4 382	L	16
Midland SIMCOE 12 092	L	18
Milton HALTON 32 037	L	5
Milverton PERTH 1 557	P	15
Mississauga PEEL 374 005	L	6
Mitchell PERTH 2 992	P	14
Morrisburg STORMONT DUNDAS & GLENGARRY 2 531	M	31
Mount Albert YORK *1,894*	I	9
Mount Forest WELLINGTON 3 594	O	15
Munster OTTAWA-CARLETON *1,544*	T	30
Nanticoke HALDIMAND-NORFOLK 20,202	S	17
Napanee LENNOX & ADDINGTON 4 803	O	26
Nepean OTTAWA-CARLETON 95 490	S	30
New Liskeard TIMISKAMING 5 286	G	7
Newcastle DURHAM 34 073	J	11
Newmarket YORK 34 923	J	8
Niagara Falls NIAGARA 72 107	P	9
Niagara-on-the-Lake NIAGARA 12,494	O	9
Nickel Centre SUDBURY REG MUNIC 11 469	E	17
North Bay NIPISSING 50 623	F	21
North York TORONTO METRO 556,297	K	8
Norwood PETERBOROUGH 1 265	N	23
Oakville HALTON 87 107	L	6
Onaping Falls SUDBURY REG MUNIC 5 619	D	16
Orangeville DUFFERIN 14,440	O	17
Orillia SIMCOE 24 077	M	19
Oshawa DURHAM 123 651	K	10
Ottawa OTTAWA-CARLETON 300 763	S	31
Owen Sound, GREY, 19,804	L	16
Paisley, BRUCE, 1,031	M	14
Palmerston, WELLINGTON, 2,056	O	15
Paris, BRANT, 7,898	R	16
Parkhill, MIDDLESEX, 1,390	Q	12
Parry Sound, PARRY SOUND, 5,977	J	18
Pelham, NIAGARA, 12,137	P	7
Pembroke, RENFREW, 14,131	I	26
Penetanguishene, SIMCOE, 5,576	L	18
Perth, LANARK, 5,673	M	28
Petawawa, RENFREW, 5,580	H	26
Peterborough, PETERBOROUGH, 61,049	O	22
Petrolia, LAMBTON, 4,347	R	11
Pickering, DURHAM, 48,959	K	9
Picton, PRINCE EDWARD, 4,235	P	26
Point Edward, LAMBTON, 2,291	R	10
Port Colborne, NIAGARA, 18,281	Q	8
Port Elgin, BRUCE, 6,208	M	14
Port Hope, NORTHUMBERLAND, 10,281	P	22
Port McNicoll, SIMCOE, 1,804	L	18
Port Stanley, ELGIN, 1,926	S	13
Powassan, PARRY SOUND, 1,112	G	20
Prescott, LEEDS & GRENVILLE, 4,583	N	30
Rayside-Balfour, SUDBURY REG MUNIC., 14,231	D	16
Red Lake, KENORA, *2,065*	D	1
Renfrew, RENFREW, 8,314	K	27
Richmond Hill, YORK, 46,766	J	8
Ridgetown, KENT, 3,140	T	11
Rockcliffe Park, OTTAWA-CARLETON, 2,033	S	31
Rockland, PRESCOTT & RUSSELL, 4,894	K	31
Rodney, ELGIN, 1,020	T	12
Russell, PRESCOTT & RUSSELL, *1,255*	K	31
Sarnia, LAMBTON, 49,033	R	10
Sault Ste. Marie, ALGOMA, 80,905	D	6
Scarborough, TORONTO METRO, 484,676	K	8
Seaforth, HURON, 2,148	P	13
Sharon, YORK, *1,646*	I	8
Shelburne, DUFFERIN, 2,981	N	17
Simcoe, HALDIMAND-NORFOLK, 14,290	S	16
Sioux Lookout, KENORA, 3,098	E	2
Smith Falls, LANARK, 9,163	M	28
Smooth Rock Falls, COCHRANE, 2,208	E	6
South River, PARRY SOUND, 1,072	H	20
Southampton, BRUCE, 2,725	L	14
Stayner, SIMCOE, 2,868	M	18
Stirling, HASTINGS, 1,861	O	24
Stoney Creek, HAMILTON-WENTWORTH, 43,554	N	5
Stony Point, ESSEX, *1,074*	T	9
Stratford, PERTH, 26,451	Q	15
Strathroy, MIDDLESEX, 9,045	R	12
Sturgeon Falls, NIPISSING, 5,895	F	19
St. Catharines, NIAGARA, 123,455	O	8
St. Clair Beach, ESSEX, 3,152	T	8
St. Jacobs, WATERLOO, *1,525*	J	2
St. Marys, PERTH, 5,069	Q	14
St. Thomas, ELGIN, 28,851	S	13
Sudbury, SUDBURY REG MUNIC., 88,717	E	17
Tecumseh, ESSEX, 7,731	T	8
Thessalon, ALGOMA, 1,522	D	10
Thornbury, GREY, 1,499	L	16
Thorold, NIAGARA, 16,131	P	8
Thunder Bay, THUNDER BAY, 112,272	F	4
Tilbury, KENT, 4,188	T	10
Tillsonburg, OXFORD, 10,745	S	15
Timmins, COCHRANE, 46,657	F	6
Toronto, TORONTO METRO, 612,289	K	8
Tottenham, SIMCOE, 2,958	O	18
Trenton, HASTINGS, 15,311	O	24
Tweed, HASTINGS, 1,559	N	25
Valley East, SUDBURY REG. MUNIC., 19,233	D	17
Vanier, OTTAWA-CARLETON, 18,426	S	31
Vankleek Hill, PRESCOTT & RUSSELL, 1,775	K	33
Vaughan, YORK, 65,058	J	7
Victoria Harbour, SIMCOE, 1,168	L	19
Walden, SUDBURY REG. MUNIC., 9,442	E	16
Walkerton, BRUCE, 4,725	N	14
Wallaceburg, KENT, 11,367	S	10
Wasaga Beach, SIMCOE, 5,124	M	18
Waterloo, WATERLOO, 58,218	K	1
Watford, LAMBTON, 1,516	R	12
Welland, NIAGARA, 45,054	P	8
Wellington, PRINCE EDWARD, 1,205	P	25
West Lorne, ELGIN, 1,360	S	12
Wheatley, KENT, 1,555	U	10
Whitby, DURHAM, 45,819	K	10
Whitchurch-Stouffville, YORK, 15,135	J	9
White River, ALGOMA, *1,132*	F	5
Wiarton, BRUCE, 2,054	K	15
Winchester, STORMONT DUNDAS & GLENGARRY 2,180	L	31
Windsor, ESSEX, 193,111	T	8
Wingham, HURON, 2,952	O	14
Woodstock, OXFORD, 26,386	R	15
Wyoming, LAMBTON, 1,796	R	11
York, TORONTO METRO, 135,401	K	7


MANITOBA
LEGEND
INTERNATIONAL BOUNDARY
PROVINCIAL BOUNDARY
CENSUS DIVISION BOUNDARIES
CENSUS METROPOLITAN AREA
PLACE WITH 1000⁺ POPULATION
N
NORTHWEST TERRITORIES
Hudson Bay
Churchill
CEN. DIV. 23
Lynn Lake
Gillam
Leaf Rapids
Thompson
CEN. DIV. 21
Snow Lake
Flin Flon (Pt.)
CEN. DIV. 22
The Pas
CEN. DIV. 20
Lake Winnipeg
Swan River
CEN. DIV. 19
A
A
Scale: 1 Inch = 301 Kilometers or 187 Miles
WINNIPEG INSET
Scale: 1 Inch = 40 Kilometers or 23 Miles
Winnipeg CEN. DIV. 11
Oakbank
Scale: 1 Inch = 69 Kilometers or 43 Miles
Roblin
Dauphin
Ste. Rose du Lac
CEN. DIV. 18
Arborg
CEN. DIV. 19
Lake Winnipeg
Russell
CEN. DIV. 17
CEN. DIV. 16
SASKATCHEWAN
Gimli
Lake Manitoba
CEN. DIV. 15
CEN. DIV. 08
CEN. DIV. 13
Lac du Bonnet
Minnedosa
CEN. DIV. 14
Neepawa
Gladstone
Stonewall
Selkirk
Pinawa
MacGregor
Beausejour
Portage La Prairie
CEN. DIV. 12
Rivers
Virden
Carberry
ONTARIO
Brandon
CEN. DIV. 09
Winnipeg See Inset
Lorette
CEN. DIV. 10
Ste. Anne
Souris
CEN. DIV. 06
CEN. DIV. 07
Niverville
Carman
CEN. DIV. 01
CEN. DIV. 05
CEN. DIV. 04
CEN. DIV. 03
Steinbach
CEN. DIV. 02
Morris
Melita
Boissevain
Deloraine
Morden
Winkler
Killarney
Altona
NORTH DAKOTA
UNITED STATES
MINNESOTA
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
A B C D E F G H I J K L M N O P Q R S T

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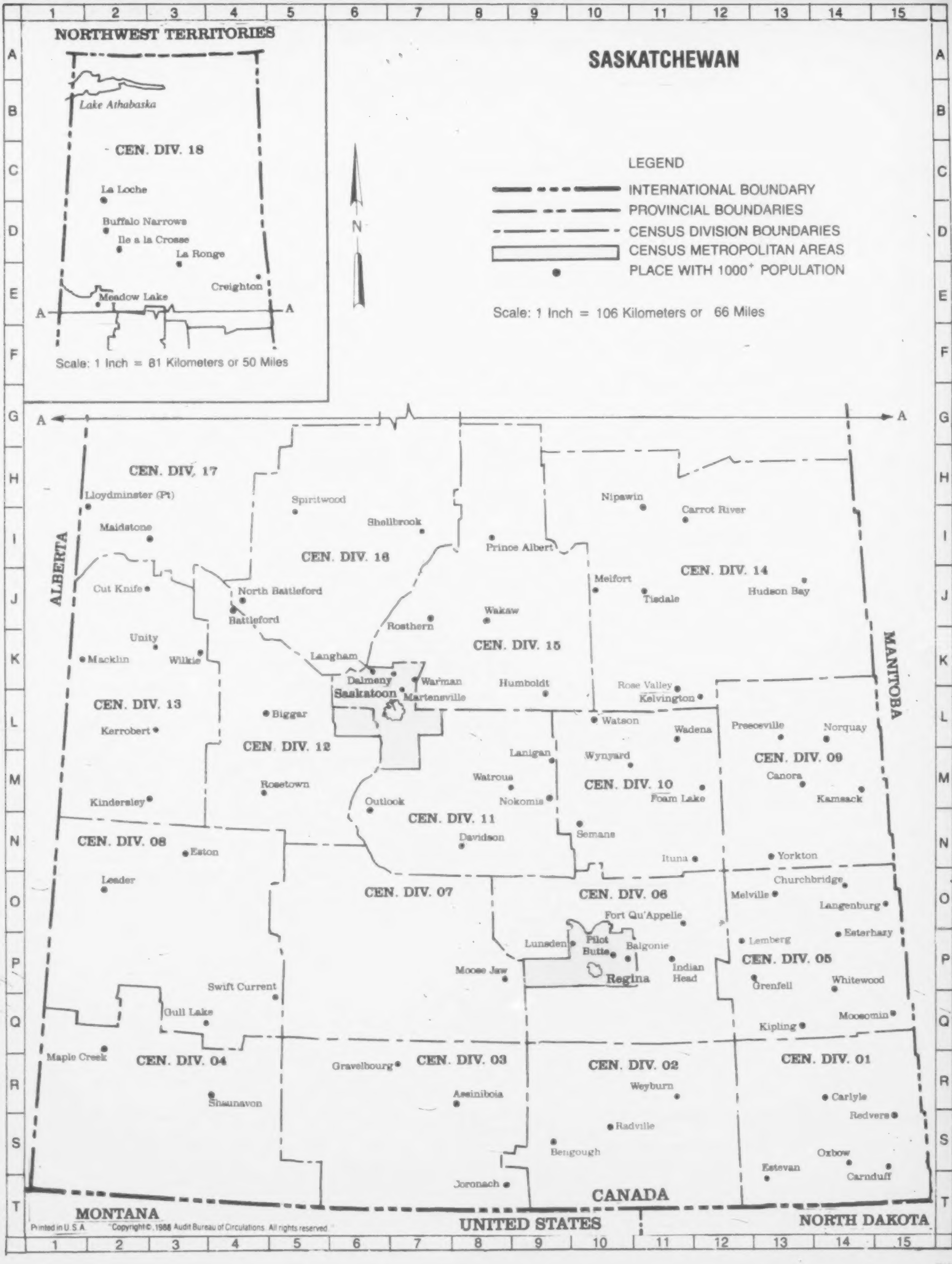
CENSUS DIVISIONS AND TOWNS

The following lists census divisions then towns and census divisions - in alphabetical order by province. 1986 Census population and map reference coordinates also appear. Census figures are shown in italics for unincorporated communities. Only those towns are included which have 1000+ (Census) population.

MANITOBA
1,063,016

CEN. DIV. 01	16,262	Q	13
CEN. DIV. 02	40,368	R	11
CEN. DIV. 03	38,422	S	9
CEN. DIV. 04	11,469	S	8
CEN. DIV. 05	16,495	S	3
CEN. DIV. 06	11,176	Q	2
CEN. DIV. 07	57,112	Q	5
CEN. DIV. 08	13,226	P	7
CEN. DIV. 09	23,236	Q	8
CEN. DIV. 10	7,334	Q	10
CEN. DIV. 11	594,551	G	11
CEN. DIV. 12	15,859	Q	11
CEN. DIV. 13	33,619	P	11
CEN. DIV. 14	14,713	P	10
CEN. DIV. 15	23,818	O	3
CEN. DIV. 16	10,577	M	2
CEN. DIV. 17	26,522	M	5
CEN. DIV. 18	22,005	N	9
CEN. DIV. 19	9,125	L	14
CEN. DIV. 20	12,256	G	2
CEN. DIV. 21	24,068	E	2
CEN. DIV. 22	30,544	E	4
CEN. DIV. 23	10,259	C	3

Altona, CEN. DIV. 03, 2,958	S	10
Arborg, CEN. DIV. 18, 1,018	M	11
Beausejour, CEN. DIV. 12, 2,535	P	12
Boissevain, CEN. DIV. 05, 1,572	S	4
Brandon, CEN. DIV. 07, 38,708	Q	4
Carberry, CEN. DIV. 07, 1,544	O	6
Carman, CEN. DIV. 03, 2,500	R	9
Churchill, CEN. DIV. 23, 1,217	B	4
Dauphin, CEN. DIV. 17, 8,875	L	4
Deloraine, CEN. DIV. 05, 1,134	S	3
Flin Flon (pt), CEN. DIV. 21, 7,243	E	1
Gillam, CEN. DIV. 23, 1,909	D	5
Gimli, CEN. DIV. 18, 1,681	N	11
Gladstone, CEN. DIV. 08, 951	P	7
Killarney, CEN. DIV. 05, 2,318	S	5
Lac du Bonnet, CEN. DIV. 01, 1,021	P	13
Leaf Rapids, CEN. DIV. 23, 1,950	D	2
Lorette, CEN. DIV. 02, *1,169*	Q	11
Lynn Lake, CEN. DIV. 23, 1,665	D	2
MacGregor, CEN. DIV. 08, 854	P	7
Melita, CEN. DIV. 05, 1,239	S	2
Minnedosa, CEN. DIV. 15, 2,520	O	5
Morden, CEN. DIV. 03, 5,004	S	8
Morris, CEN. DIV. 03, 1,613	S	9
Neepawa, CEN. DIV. 15, 3,314	P	5
Niverville, CEN. DIV. 02, 1,452	R	11
Oakbank, CEN. DIV. 12, *1,545*	C	13
Pinawa, CEN. DIV. 01, 2,078	P	13
Portage La Prairie, CEN. DIV. 09, 13,198	P	8
Rivers, CEN. DIV. 07, 1,157	P	4
Roblin, CEN. DIV. 16, 1,913	L	2
Russell, CEN. DIV. 16, 1,669	M	2
Selkirk, CEN. DIV. 13, 10,013	P	11
Snow Lake, CEN. DIV. 21, 1,837	E	2
Souris, CEN. DIV. 07, 1,751	R	4
Ste. Anne, CEN. DIV. 02, 1,402	R	11
Ste. Rose Du Lac, CEN. DIV. 17, 1,030	M	5
Steinbach, CEN. DIV. 02, 7,473	R	11
Stonewall, CEN. DIV. 14, 2,349	P	10
Swan River, CEN. DIV. 20, 3,946	G	2
The Pas, CEN. DIV. 21, 6,283	F	2
Thompson, CEN. DIV. 22, 14,701	D	3
Virden, CEN. DIV. 06, 3,054	Q	2
Winkler, CEN. DIV. 03, 5,926	S	9
Winnipeg, CEN. DIV. 11, 594,551	G	11


SASKATCHEWAN
LEGEND
INTERNATIONAL BOUNDARY
PROVINCIAL BOUNDARIES
CENSUS DIVISION BOUNDARIES
CENSUS METROPOLITAN AREAS
PLACE WITH 1000⁺ POPULATION
Scale: 1 Inch = 106 Kilometers or 66 Miles
N
NORTHWEST TERRITORIES
Lake Athabaska
CEN. DIV. 18
La Loche
Buffalo Narrows
Ile a la Crosse
La Ronge
Creighton
Meadow Lake
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A
Scale: 1 Inch = 81 Kilometers or 50 Miles
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ALBERTA
MANITOBA
MONTANA
UNITED STATES
NORTH DAKOTA
CANADA
CEN. DIV. 17
Lloydminster (Pt)
Maidstone
Spiritwood
Shellbrook
CEN. DIV. 16
Prince Albert
Nipawin
Carrot River
CEN. DIV. 14
Melfort
Tisdale
Hudson Bay
Cut Knife
North Battleford
Battleford
Unity
Macklin
Wilkie
Rosthern
Wakaw
CEN. DIV. 15
Langham
Dalmeny
Warman
Saskatoon
Martensville
Humboldt
Rose Valley
Kelvington
CEN. DIV. 13
Biggar
Kerrobert
CEN. DIV. 12
Watson
Wadena
Preeceville
Norquay
Lanigan
Wynyard
CEN. DIV. 09
Canora
Kamsack
Watrous
Rosetown
Nokomis
CEN. DIV. 10
Foam Lake
Kindersley
Outlook
CEN. DIV. 11
Semans
Davidson
CEN. DIV. 08
Eston
Ituna
Yorkton
Leader
Churchbridge
CEN. DIV. 07
CEN. DIV. 06
Melville
Langenburg
Fort Qu'Appelle
Lemberg
Esterhazy
Lumsden
Pilot Butte
Balgonie
CEN. DIV. 05
Indian Head
Moose Jaw
Regina
Grenfell
Whitewood
Swift Current
Gull Lake
Kipling
Moosomin
Maple Creek
CEN. DIV. 04
Gravelbourg
CEN. DIV. 03
CEN. DIV. 02
CEN. DIV. 01
Assiniboia
Weyburn
Carlyle
Shaunavon
Redvers
Radville
Bengough
Oxbow
Estevan
Carnduff
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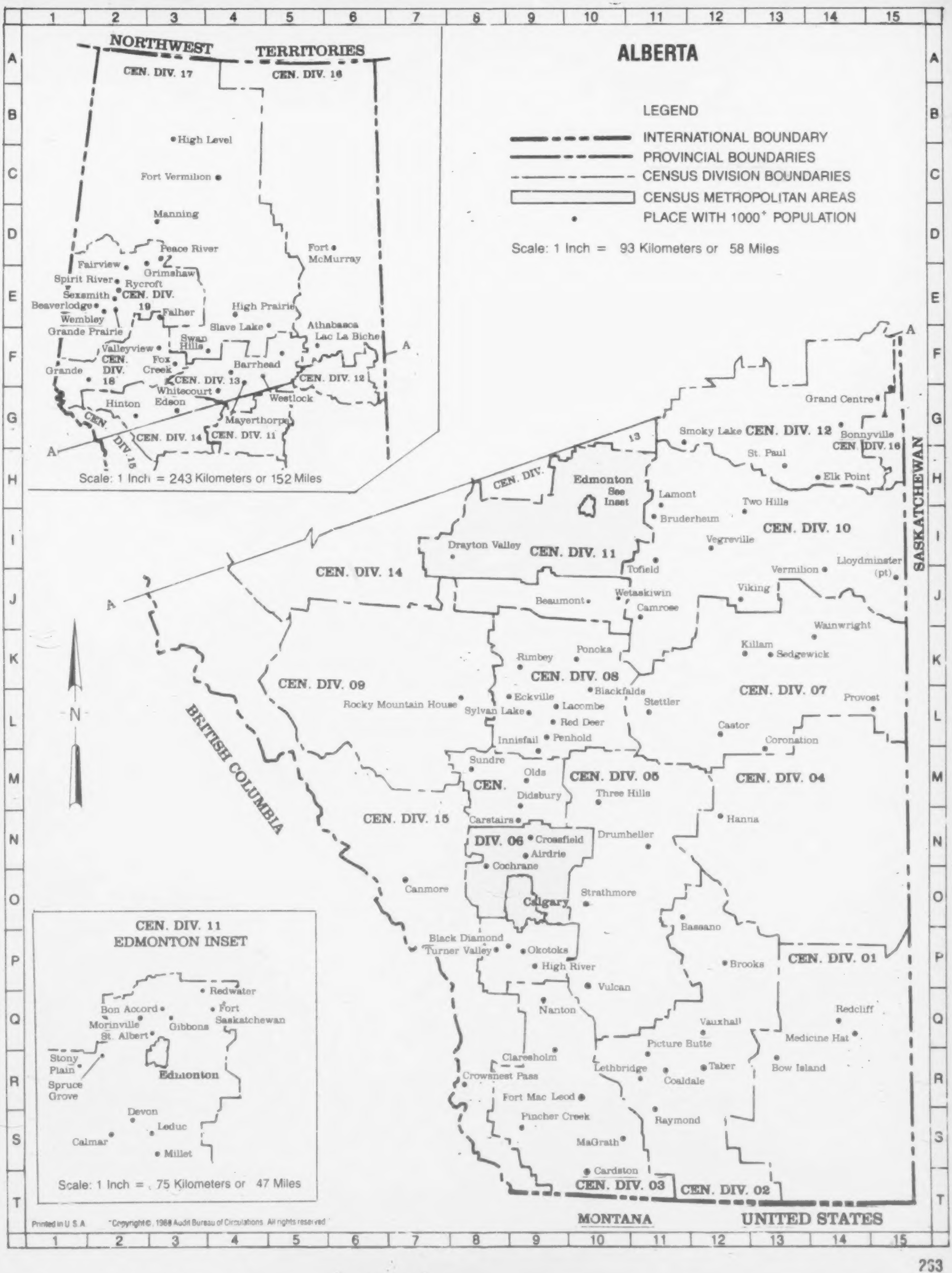
CENSUS DIVISIONS AND TOWNS

The following lists census divisions then towns and census divisions - in alphabetical order by province. 1986 Census population and map reference coordinates also appear. Census figures are shown in italics for unincorporated communities. Only those towns are included which have 1000+ (Census) population.

SASKATCHEWAN
1,009,613

CEN. DIV. 01	33,813	S	14
CEN. DIV. 02	26,491	S	10
CEN. DIV. 03	19,392	S	7
CEN. DIV. 04	14,058	R	3
CEN. DIV. 05	40,315	P	14
CEN. DIV. 06	213,800	P	10
CEN. DIV. 07	53,706	P	7
CEN. DIV. 08	35,723	O	3
CEN. DIV. 09	43,455	M	13
CEN. DIV. 10	24,487	M	11
CEN. DIV. 11	287,231	M	8
CEN. DIV. 12	25,867	M	5
CEN. DIV. 13	28,656	L	2
CEN. DIV. 14	46,932	J	12
CEN. DIV. 15	82,258	J	8
CEN. DIV. 16	40,314	I	6
CEN. DIV. 17	37,775	H	3
CEN. DIV. 18	25,340	C	3

Assiniboia, CEN. DIV. 03, 3,001	R	8
Balgonie, CEN. DIV. 06, 901	P	10
Battleford, CEN. DIV. 12, 3,833	J	4
Bengough, CEN. DIV. 02, 569	S	9
Biggar, CEN. DIV. 12, 2,626	L	4
Buffalo Narrows, CEN. DIV. 18, 1,183	D	2
Canora, CEN. DIV. 09, 2,602	M	13
Carlyle, CEN. DIV. 01, 1,172	R	14
Carnduff, CEN. DIV. 01, 1,090	T	15
Carrot River, CEN. DIV. 14, 1,101	I	11
Churchbridge, CEN. DIV. 05, 1,035	O	14
Coronach, CEN. DIV. 03, 1,006	T	8
Creighton, CEN. DIV. 18, 1,620	E	4
Cut Knife, CEN. DIV. 13, 583	J	3
Dalmeny, CEN. DIV. 11, 1,328	K	7
Davidson, CEN. DIV. 11, 1,183	N	8
Esterhazy, CEN. DIV. 05, 3,083	R	14
Estevan, CEN. DIV. 01, 10,161	T	13
Eston, CEN. DIV. 08, 1,383	N	3
Foam Lake, CEN. DIV. 10, 1,535	M	12
Fort Qu'Appelle, CEN. DIV. 06, 1,915	O	11
Gravelbourg, CEN. DIV. 03, 1,305	R	7
Grenfell, CEN. DIV. 05, 1,274	P	13
Gull Lake, CEN. DIV. 08, 1,164	Q	3
Hudson Bay, CEN. DIV. 14, 2,133	J	13
Humboldt, CEN. DIV. 15, 5,089	L	9
Ile la Crosse, CEN. DIV. 18, 1,030	D	2
Indian Head, CEN. DIV. 06, 1,886	P	11
Ituna, CEN. DIV. 10, 902	N	12
Kamsack, CEN. DIV. 09, 2,565	M	14
Kelvington, CEN. DIV. 14, 1,084	L	12
Kerrobert, CEN. DIV. 13, 1,288	L	3
Kindersley, CEN. DIV. 13, 4,912	M	3
Kipling, CEN. DIV. 05, 1,033	Q	13
La Loche, CEN. DIV. 18, 1,623	C	2
La Ronge, CEN. DIV. 18, 2,696	E	3
Langenburg, CEN. DIV. 05, 1,371	O	15
Langham, CEN. DIV. 11, 1,193	K	6
Lanigan, CEN. DIV. 11, 1,698	M	9
Leader, CEN. DIV. 08, 1,130	O	2
Lemberg, CEN. DIV. 05, 437	P	12
Lloydminster (pt), CEN. DIV. 17, 7,155	H	2
Lumsden, CEN. DIV. 06, 1,369	P	10
Maidstone, CEN. DIV. 17, 1,112	I	3
Macklin, CEN. DIV. 13, 1,131	K	1
Maple Creek, CEN. DIV. 04, 2,452	Q	2
Martensville, CEN. DIV. 11, 2,760	L	7
Meadow Lake, CEN. DIV. 17, 3,976	E	2
Melfort, CEN. DIV. 14, 6,078	J	10
Melville, CEN. DIV. 05, 5,123	O	13
Moose Jaw, CEN. DIV. 07, 35,073	P	8
Moosomin, CEN. DIV. 05, 2,557	Q	15
Nipawin, CEN. DIV. 14, 4,588	I	11
Nokomis, CEN. DIV. 11, 538	M	9
Norquay, CEN. DIV. 09, 575	L	14
North Battleford, CEN. DIV. 16, 14,876	J	4
Outlook, CEN. DIV. 11, 2,137	M	6
Oxbow, CEN. DIV. 01, 1,229	S	14
Pilot Butte, CEN. DIV. 06, 1,387	P	10
Preeceville, CEN. DIV. 09, 1,272	L	13
Prince Albert, CEN. DIV. 15, 33,686	I	8
Radville, CEN. DIV. 02, 960	S	10
Redvers, CEN. DIV. 01, 924	S	15
Regina, CEN. DIV. 06, 175,064	P	10
Rose Valley, CEN. DIV. 14, 501	L	11
Rosetown, CEN. DIV. 12, 2,663	M	4
Rosthern, CEN. DIV. 15, 1,594	J	7
Saskatoon, CEN. DIV. 11, 177,641	L	7
Semans, CEN. DIV. 10, 356	N	10
Shaunavon, CEN. DIV. 04, 2,153	R	4
Shellbrook, CEN. DIV. 16, 1,238	I	7
Spiritwood, CEN. DIV. 16, 1,025	H	5
Swift Current, CEN. DIV. 08, 15,666	Q	4
Tisdale, CEN. DIV. 14, 3,184	J	11
Unity, CEN. DIV. 13, 2,471	K	3
Wadena, CEN. DIV. 10, 1,602	L	11
Wakaw, CEN. DIV. 15, 1,010	J	8
Warman, CEN. DIV. 11, 2,455	K	7
Watrous, CEN. DIV. 11, 1,953	M	8
Watson, CEN. DIV. 10, 964	L	10
Weyburn, CEN. DIV. 02, 10,153	R	11
Whitewood, CEN. DIV. 05, 1,107	P	14
Wilkie, CEN. DIV. 13, 1,526	K	3
Wynyard, CEN. DIV. 10, 2,079	M	10
Yorkton, CEN. DIV. 09, 15,574	N	13


ALBERTA
LEGEND
INTERNATIONAL BOUNDARY
PROVINCIAL BOUNDARIES
CENSUS DIVISION BOUNDARIES
CENSUS METROPOLITAN AREAS
PLACE WITH 1000+ POPULATION
Scale: 1 Inch = 93 Kilometers or 58 Miles
NORTHWEST TERRITORIES
CEN. DIV. 17
CEN. DIV. 16
High Level
Fort Vermilion
Manning
Peace River
Fort McMurray
Fairview
Grimshaw
Spirit River
Rycroft
Sexsmith
CEN. DIV. 19
Beaverlodge
Falher
High Prairie
Wembley
Grande Prairie
Slave Lake
Athabasca
Lac La Biche
Valleyview
Swan Hills
CEN. DIV. 18
Fox Creek
Barrhead
Grande
CEN. DIV. 13
CEN. DIV. 12
Whitecourt
Westlock
Hinton
Edson
Mayerthorpe
CEN. DIV. 15
CEN. DIV. 14
CEN. DIV. 11
Scale: 1 Inch = 243 Kilometers or 152 Miles
Grand Centre
Smoky Lake
CEN. DIV. 12
Bonnyville
CEN. DIV. 16
St. Paul
Elk Point
CEN. DIV.
13
Edmonton
See Inset
Lamont
Two Hills
Bruderheim
CEN. DIV. 10
Vegreville
Drayton Valley
CEN. DIV. 11
Lloydminster (pt)
Tofield
Vermilion
CEN. DIV. 14
Viking
Wetaskiwin
Beaumont
Camrose
Wainwright
Killam
Sedgewick
Rimbey
Ponoka
CEN. DIV. 08
CEN. DIV. 09
Blackfalds
CEN. DIV. 07
Eckville
Stettler
Provost
Rocky Mountain House
Sylvan Lake
Lacombe
Red Deer
Castor
Innisfail
Penhold
Coronation
BRITISH COLUMBIA
Sundre
Olds
CEN. DIV. 05
CEN. DIV. 04
CEN.
Didsbury
Three Hills
CEN. DIV. 15
Carstairs
Hanna
DIV. 06
Crossfield
Drumheller
Airdrie
Cochrane
Canmore
Strathmore
Calgary
Bassano
Black Diamond
Turner Valley
Okotoks
Brooks
CEN. DIV. 01
High River
Vulcan
Nanton
Redcliff
Vauxhall
Medicine Hat
Picture Butte
Claresholm
Lethbridge
Taber
Bow Island
Crowsnest Pass
Coaldale
Fort Mac Leod
Pincher Creek
Raymond
MaGrath
Cardston
CEN. DIV. 03
CEN. DIV. 02
SASKATCHEWAN
MONTANA
UNITED STATES
N
A
CEN. DIV. 11
EDMONTON INSET
Redwater
Bon Accord
Fort Saskatchewan
Morinville
Gibbons
St. Albert
Stony Plain
Spruce Grove
Edmonton
Devon
Leduc
Calmar
Millet
Scale: 1 Inch = 75 Kilometers or 47 Miles
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
A B C D E F G H I J K L M N O P Q R S T

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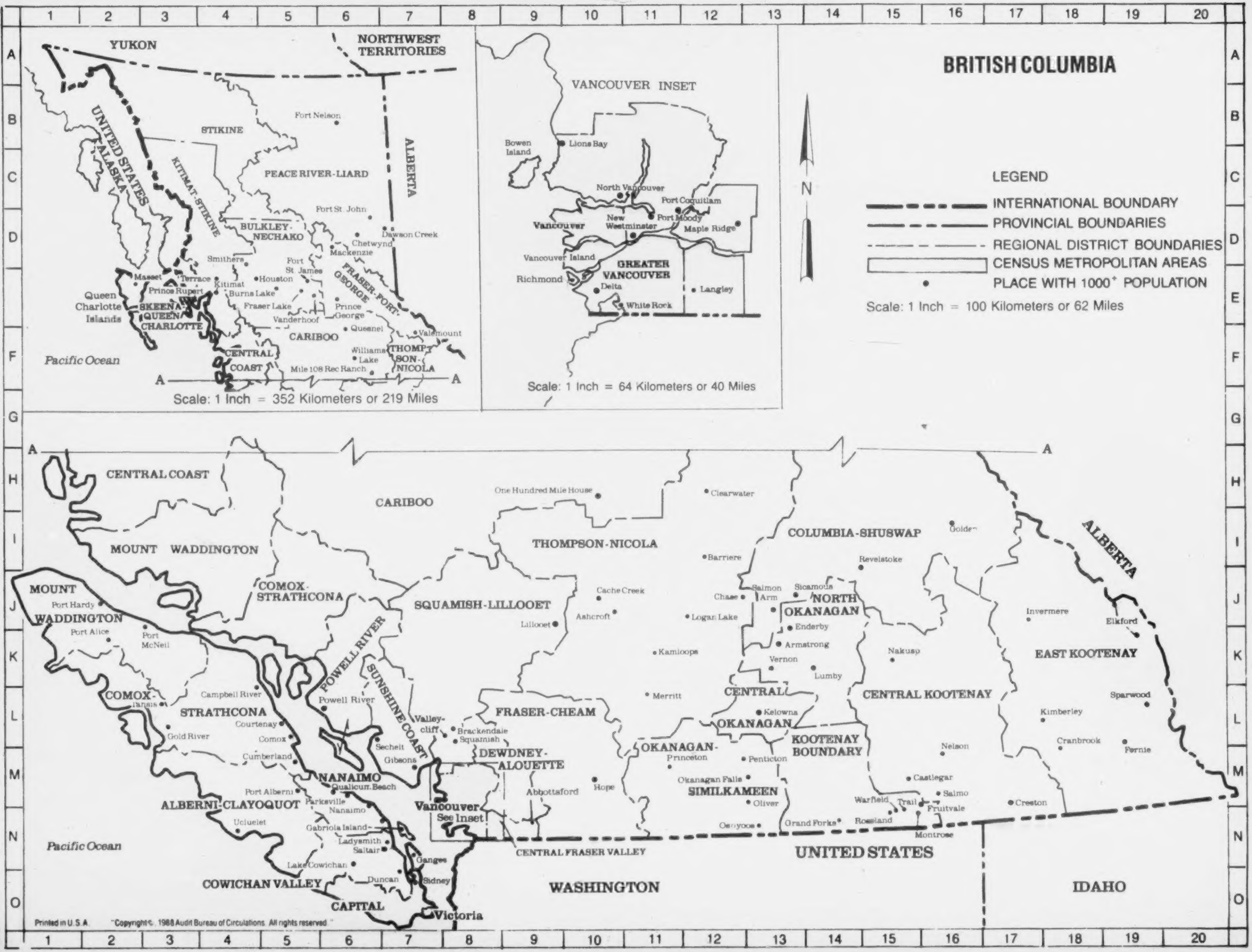
CENSUS DIVISIONS AND TOWNS

The following lists census divisions then towns and census divisions - in alphabetical order by province. 1986 Census population and map reference coordinates also appear. Census figures are shown in italics for unincorporated communities. Only those towns are included which have 1000+ (Census) population.

ALBERTA
2,365,825

CEN DIV 01	56,592	R	14
CEN DIV 02	115,739	Q	12
CEN DIV 03	34,970	R	9
CEN DIV 04	12,376	N	14
CEN DIV 05	38,805	O	10
CEN DIV 06	715,605	N	9
CEN DIV 07	40,681	K	13
CEN DIV 08	116,611	K	9
CEN DIV 09	15,999	L	6
CEN DIV 10	79,745	I	13
CEN DIV 11	807,504	I	9
CEN DIV 12	43,907	G	13
CEN DIV 13	54,973	F	4
CEN DIV 14	25,309	G	3
CEN DIV 15	22,794	N	7
CEN DIV 16	48,779	C	5
CEN DIV 17	48,852	C	3
CEN DIV 18	13,587	F	2
CEN DIV 19	72,997	E	2

Airdrie, CEN DIV 06, 10,390	N	9
Athabasca, CEN DIV 13, 1,970	F	5
Barrhead, CEN DIV 13, 3,991	G	4
Bassano, CEN DIV 02, 1,186	O	11
Beaumont, CEN DIV 11, 3,944	J	10
Beaverlodge, CEN DIV 19, 1,808	E	2
Black Diamond, CEN DIV 06, 1,486	P	8
Blackfalds, CEN DIV 08, 1,688	L	10
Bon Accord, CEN DIV 11, 1,355	Q	3
Bonnyville, CEN DIV 12, 5,470	G	14
Bow Island, CEN DIV 01, 1,650	R	13
Brooks, CEN DIV 02, 9,464	P	12
Bruderheim, CEN DIV 10, 1,131	I	11
Calgary, CEN DIV 06, 636,104	O	9
Calmar, CEN DIV 11, 1,087	S	2
Camrose, CEN DIV 10, 12,968	J	11
Canmore, CEN DIV 15, 4,182	O	7
Cardston, CEN DIV 03, 3,497	T	10
Carstairs, CEN DIV 06, 1,629	N	9
Castor, CEN DIV 07, 1,030	L	12
Claresholm, CEN DIV 03, 3,382	R	9
Coaldale, CEN DIV 02, 4,796	R	11
Cochrane, CEN DIV 06, 4,190	N	8
Cold Lake, CEN DIV 12, 3,195	G	15
Coronation, CEN DIV 07, 1,310	M	13
Crossfield, CEN DIV 06, 1,402	N	9
Crowsnest Pass, CEN DIV 15, 6,912	R	8
Devon, CEN DIV 11, 3,691	S	2
Didsbury, CEN DIV 06, 3,184	M	9
Drayton Valley, CEN DIV 11, 5,290	I	7
Drumheller, CEN DIV 05, 6,366	N	11
Eckville, CEN DIV 08, 853	L	8
Edmonton, CEN DIV 11, 573,982	Q	4
Edson, CEN DIV 14, 7,323	G	3
Elk Point, CEN DIV 12, *1,318*	H	14
Fairview, CEN DIV 19, 2,998	E	2
Falher, CEN DIV 19, 1,178	E	3
Fort MacLeod, CEN DIV 03, 3,123	R	10
Fort McMurray, CEN DIV 16, 34,949	D	6
Fort Saskatchewan, CEN DIV 11, 11,983	Q	4
Fort Vermilion, CEN DIV 17, 823	C	4
Fox Creek, CEN DIV 18, 2,068	F	3
Gibbons, CEN DIV 11, 2,335	Q	3
Grand Centre, CEN DIV 12, 3,655	G	15
Grande Cache, CEN DIV 18, 3,646	F	2
Grande Prairie, CEN DIV 19, 26,471	E	2
Grimshaw, CEN DIV 19, 2,579	D	2
Hanna, CEN DIV 04, 3,017	N	12
High Level, CEN DIV 17, 3,004	B	3
High Prairie, CEN DIV 17, 2,817	E	4
High River, CEN DIV 06, 5,096	P	9
Hinton, CEN DIV 14, 8,629	G	2
Innisfail, CEN DIV 08, 5,535	L	9
Killam, CEN DIV 07, 1,032	K	12
Lac La Biche, CEN DIV 16, 2,553	F	5
Lacombe, CEN DIV 08, 6,080	L	9
Lamont, CEN DIV 10, 1,576	H	11
Leduc, CEN DIV 11, 13,126	S	2
Lethbridge, CEN DIV 02, 58,841	R	11
Lloydminster (pt), CEN DIV 10, 10,201	J	15
MaGrath, CEN DIV 03, 1,637	S	10
Manning, CEN DIV 17, 1,144	D	3
Mayerthorpe, CEN DIV 13, 1,414	G	4
Medicine Hat, CEN DIV 01, 41,804	Q	14
Millet, CEN DIV 11, 1,520	S	3
Morinville, CEN DIV 11, 5,364	Q	2
Nanton, CEN DIV 03, 1,562	Q	9
Okotoks, CEN DIV 06, 5,214	P	9
Olds, CEN DIV 06, 4,871	M	9
Peace River, CEN DIV 19, 6,288	D	3
Penhold, CEN DIV 08, 1,580	L	9
Picture Butte, CEN DIV 02, 1,576	R	11
Pincher Creek, CEN DIV 03, 3,800	S	9
Ponoka, CEN DIV 08, 5,473	K	10
Provost, CEN DIV 07, 1,725	L	15
Raymond, CEN DIV 02, 2,957	R	11
Red Deer, CEN DIV 08, 54,425	L	9
Redcliff, CEN DIV 01, 3,834	Q	3
Redwater, CEN DIV 11, 1,982	P	5
Rimbey, CEN DIV 08, 1,786	K	9
Rocky Mountain House, CEN DIV 09 5,182	L	8
Rycroft, CEN DIV 19, 627	E	2
Sedgewick, CEN DIV 07, 877	K	13
Sexsmith, CEN DIV 19, 1,256	E	2
Slave Lake, CEN DIV 17, 5,429	F	5
Smoky Lake, CEN DIV 12, 1,036	G	11
Spirit River, CEN DIV 19, 1,086	E	2
Spruce Grove, CEN DIV 11, 11,918	R	2
Stettler, CEN DIV 07, 5,147	L	11
Stony Plain, CEN DIV 11, 5,802	R	1
Strathmore, CEN DIV 05, 3,544	O	10
St Albert, CEN DIV 11, 36,710	Q	3
St Paul, CEN DIV 12, 5,030	H	13
Sundre, CEN DIV 06, 1,712	M	8
Swan Hills, CEN DIV 17, 2,403	F	4
Sylvan Lake, CEN DIV 08, 3,937	L	9
Taber, CEN DIV 02, 6,382	R	12
Three Hills, CEN DIV 05, 2,528	M	10
Tofield, CEN DIV 10, 1,483	I	11
Turner Valley, CEN DIV 06, 1,271	P	8
Two Hills, CEN DIV 10, 1,127	I	13
Valleyview, CEN DIV 18, 1,987	F	3
Vauxhall, CEN DIV 02, 991	Q	12
Vegreville, CEN DIV 10, 5,276	I	12
Vermilion, CEN DIV 10, 3,879	J	14
Viking, CEN DIV 10, 1,160	J	12
Vulcan, CEN DIV 05, 1,420	P	10
Wainwright, CEN DIV 07, 4,665	K	14
Wembley, CEN DIV 19, 1,208	E	2
Westlock, CEN DIV 13, 4,532	F	5
Wetaskiwin, CEN DIV 11, 10,071	J	11
Whitecourt, CEN DIV 13, 5,737	G	4



BRITISH COLUMBIA
LEGEND
INTERNATIONAL BOUNDARY
PROVINCIAL BOUNDARIES
REGIONAL DISTRICT BOUNDARIES
CENSUS METROPOLITAN AREAS
PLACE WITH 1000+ POPULATION
Scale: 1 Inch = 100 Kilometers or 62 Miles
N
YUKON
NORTHWEST TERRITORIES
STIKINE
Fort Nelson
ALBERTA
UNITED STATES ALASKA
KITIMAT-STIKINE
PEACE RIVER-LIARD
Fort St. John
BULKLEY-NECHAKO
Dawson Creek
Chetwynd
Mackenzie
Smithers
Fort St. James
Masset
Terrace
Kitimat
Houston
Prince Rupert
Burns Lake
Queen Charlotte Islands
SKEENA-QUEEN CHARLOTTE
Fraser Lake
Vanderhoof
Prince George
FRASER-FORT GEORGE
Valemount
CARIBOO
Quesnel
Williams Lake
THOMPSON-NICOLA
CENTRAL COAST
Mile 108 Rec Ranch
Pacific Ocean
A
A
Scale: 1 Inch = 352 Kilometers or 219 Miles
VANCOUVER INSET
Bowen Island
Lions Bay
North Vancouver
Port Coquitlam
Vancouver
New Westminster
Port Moody
Maple Ridge
Vancouver Island
GREATER VANCOUVER
Richmond
Delta
Langley
White Rock
Scale: 1 Inch = 64 Kilometers or 40 Miles
CENTRAL COAST
CARIBOO
One Hundred Mile House
Clearwater
MOUNT WADDINGTON
THOMPSON-NICOLA
COLUMBIA-SHUSWAP
Golden
ALBERTA
Barriere
Revelstoke
MOUNT WADDINGTON
Port Hardy
COMOX-STRATHCONA
SQUAMISH-LILLOOET
Cache Creek
Salmon Arm
Sicamous
Chase
NORTH OKANAGAN
Invermere
Elkford
Ashcroft
Logan Lake
Port Alice
Port McNeil
Lillooet
Enderby
Armstrong
Kamloops
Nakusp
EAST KOOTENAY
POWELL RIVER
Vernon
Lumby
SUNSHINE COAST
Campbell River
Merritt
CENTRAL
CENTRAL KOOTENAY
Sparwood
COMOX-STRATHCONA
Tahsis
Powell River
FRASER-CHEAM
Kelowna
Kimberley
Gold River
Courtenay
Valleycliff
Brackendale
Squamish
OKANAGAN
Comox
Sechelt
Gibsons
DEWDNEY-ALOUETTE
OKANAGAN-SIMILKAMEEN
Princeton
KOOTENAY BOUNDARY
Cranbrook
Fernie
Cumberland
Penticton
Nelson
NANAIMO
Hope
Okanagan Falls
Castlegar
Qualicum Beach
Port Alberni
Abbotsford
Salmo
Parksville
Nanaimo
Vancouver See Inset
Oliver
Warfield
Trail
Creston
ALBERNI-CLAYOQUOT
Fruitvale
Ucluelet
Osoyoos
Grand Forks
Rossland
Gabriola Island
Montrose
Pacific Ocean
Ladysmith
Saltair
CENTRAL FRASER VALLEY
UNITED STATES
Lake Cowichan
Ganges
COWICHAN VALLEY
Duncan
Sidney
WASHINGTON
IDAHO
CAPITAL
Victoria
A
A
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
A B C D E F G H I J K L M N O

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REGIONAL DISTRICTS AND TOWNS

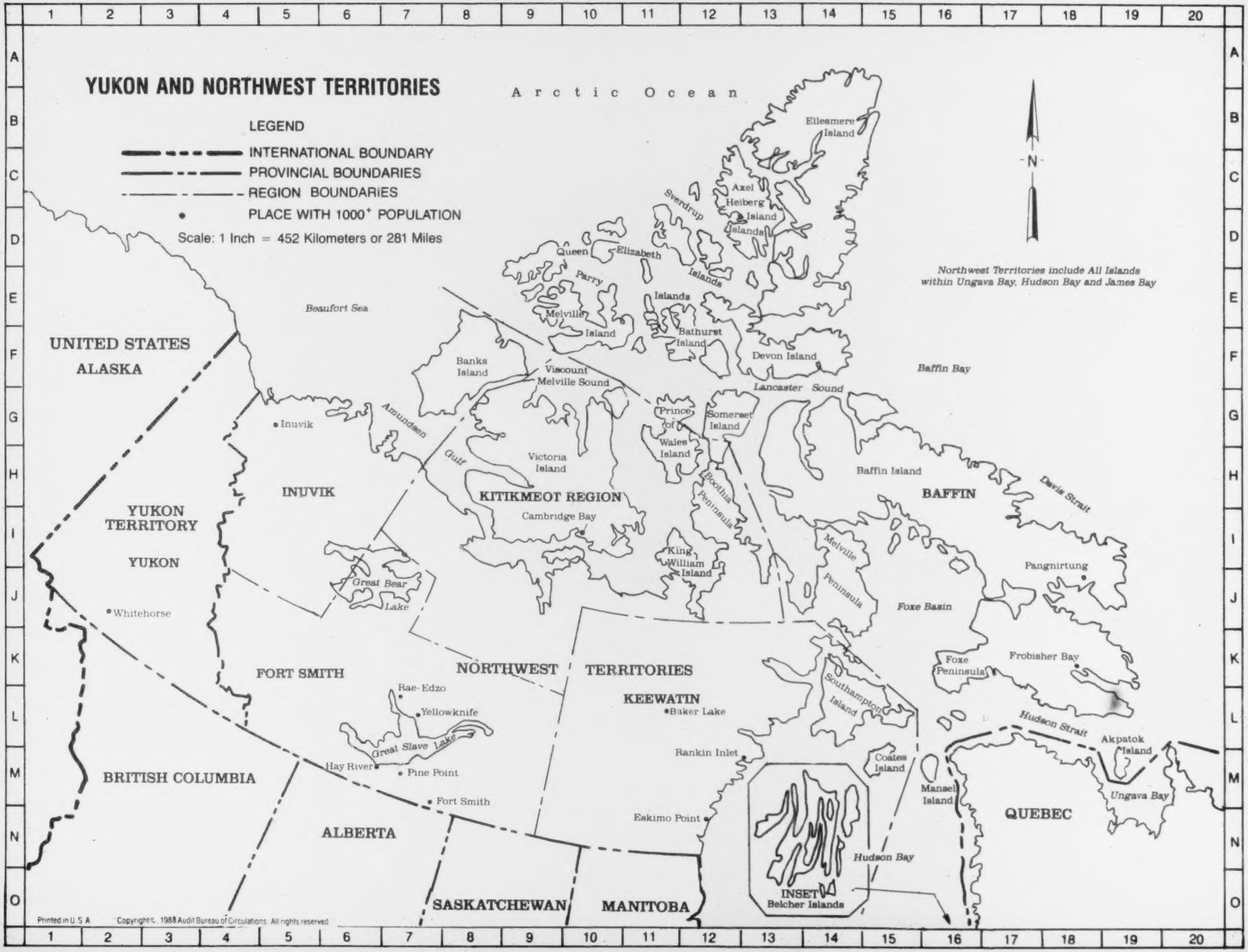
The following lists regional districts then towns and regional districts - in alphabetical order by province. 1986 Census population and map reference coordinates also appear. Census figures are shown in italics for unincorporated communities. Only those towns are included which have 1000 + (Census) population.

BRITISH COLUMBIA
2,883,367

ALBERNI-CLAYOQUOT	30,341	M	4
BULKLEY-NECHAKO	37,470	E	5
CAPITAL	264,614	O	6
CARIBOO	59,495	H	8
CENTRAL COAST	3,120	H	3
CENTRAL FRASER VALLEY	136,892	N	9
CENTRAL KOOTENAY	49,110	L	16
CENTRAL OKANAGAN	89,730	L	13
COLUMBIA-SHUSWAP	39,917	I	15
COMOX-STRATHCONA	71,145	L	4
COWICHAN VALLEY	52,466	N	6
DEWDNEY-ALOUETTE	69,494	M	9
EAST KOOTENAY	53,089	K	18
FRASER-FORT GEORGE	89,377	E	6
FRASER-CHEAM	57,965	M	10
GREATER VANCOUVER	1,266,152	D	11
KITIMAT-STIKINE	39,483	D	4
KOOTENAY BOUNDARY	30,335	M	14
MOUNT WADDINGTON	14,934	J	3
NANAIMO	82,180	M	6
NORTH OKANAGAN	54,820	K	14
OKANAGAN-SIMILKAMEEN	59,089	M	12
PEACE RIVER-LIARD	57,278	C	6
POWELL RIVER	18,374	K	6
SKEENA-QUEEN CHARLOTTE	23,061	D	3
SQUAMISH-LILLOOET	17,891	K	8
STIKINE	2,022	B	3
SUNSHINE COAST	16,758	L	7
THOMPSON-NICOLA	96,805	J	11

Abbotsford, CENTRAL FASER VALLEY, 14,496	N	9
Armstrong, NORTH OKANAGAN, 2,706	K	13
Ashcroft, THOMPSON-NICOLA, 1,914	J	10
Barriere, THOMPSON-NICOLA, *1,204*	i	12
Bowen Island, GREATER VANCOUVER, *1,447*	C	9
Brackendale, SQUAMISH-LILLOOET, *1,973*	L	8
Burns Lake, BULKLEY-NECHAKO, 1,723	E	5
Cache Creek, THOMPSON-NICOLA, 1,147	J	10
Campbell River, COMOX-STRATHCONA 16,986	K	5
Castlegar, CENTRAL KOOTENAY, 6,385	M	15
Chase, THOMPSON-NICOLA, 1,933	J	13
Chetwynd, PEACE RIVER-LIARD, 2,774	D	6
Clearwater, THOMPSON-NICOLA, *1,375*	H	12
Comox, COMOX-STRATHCONA, 6,873	L	5
Courtenay, COMOX-STRATHCONA, 9,631	L	5
Cranbrook, EAST KOOTENAY, 15,893	M	18
Creston, CENTRAL KOOTENAY, 4,098	M	17
Cumberland, COMOX-STRATHCONA, 1,853	M	5
Dawson Creek, PEACE RIVER-LIARD 10,544	D	7
Duncan, COWICHAN VALLEY, 4,039	N	7
Elkford, EAST KOOTENAY, 3,187	K	19
Enderby, NORTH OKANAGAN, 1,714	J	13
Fernie, EAST KOOTENAY, 5,188	L	19
Fort Nelson, PEACE RIVER-LIARD, 3,729	B	6
Fort St. James, BULKLEY-NECHAKO, 1,983	E	5
Fort St. John, PEACE RIVER-LIARD, 13,355	D	6
Fraser Lake, BULKLEY-NECHAKO, 1,182	E	5
Fruitvale, KOOTENAY BOUNDARY, 1,932	M	16
Gabriola Island, NANAIMO, *2,066*	M	6
Ganges, CAPITAL, *1,133*	N	7
Gibsons, SUNSHINE COAST, 2,675	M	6
Gold River, COMOX-STRATHCONA, 1,879	L	3
Golden, COLUMBIA-SHUSWAP, 3,584	I	16
Grand Forks, KOOTENAY BOUNDARY, 3,282	N	14
Hope, FRASER-CHEAM, 3,046	M	10
Houston, BULKLEY-NECHAKO, 3,905	E	5
Invermere, EAST KOOTENAY, 1,998	J	17
Kamloops, THOMPSON-NICOLA, 61,773	K	11
Kelowna, CENTRAL OKANAGAN, 61,213	K	13
Kimberley, EAST KOOTENAY, 6,732	M	18
Kitimat, KITIMAT-STIKINE, 11,196	E	4
Ladysmith, COWICHAN VALLEY, 4,393	N	7
Lake Cowichan, COWICHAN VALLEY, 2,170	N	6
Langley, CENTRAL FRASER VALLEY 16,557	N	9
Lillooet, SQUAMISH-LILLOOET, 1,758	J	9
Lions Bay, GREATER VANCOUVER, 1,152	B	9
Logan Lake, THOMPSON-NICOLA, 2,001	J	12
Lumby, NORTH OKANAGAN, 1,181	K	14
MacKenzie, FRAZER-FORT GEORGE, 5,542	D	6
Masset, SKEENA-QUEEN CHARLOTTE, 1,529	E	2
Merritt, THOMPSON-NICOLA, 6,180	L	11
Mile 108 Rec Ranch, CARIBOO, *1,511*	F	6
Montrose, KOOTENAY BOUNDARY, 1,183	N	15
Nakusp, CENTRAL KOOTENAY, 1,410	K	15
Nanaimo, NANAIMO, 49,029	M	6
Nelson, CENTRAL KOOTENAY, 8,113	M	16
New Westminster, GREATER VANCOUVER 39,972	D	11
North Vancouver, GREATER VANCOUVER 35,968	C	11
Okanagan Falls, OKANAGAN-SIMILKAMEEN, *1,101*	M	13
Oliver, OKANAGAN-SIMILKAMEEN, 1,963	M	13
One Hundred Mile House, CARIBOO, 1,692	H	10
Osoyoos, OKANAGAN-SIMILKAMEEN 2,956	N	13
Parksville, NANAIMO, 5,828	M	6
Penticton, OKANAGAN-SIMILKAMEEN 23,588	M	13
Port Alberni, ALBERNI-CLAYOQUOT 18,241	M	5
Port Alice, MOUNT WADDINGTON, 1 387	J	3
Port Coquitlam, GREATER VANCOUVER 29,115	D	11
Port Hardy, MOUNT WADDINGTON, 5,389	K	2
Port McNeil, MOUNT WADDINGTON, 2,559	J	2
Port Moody, GREATER VANCOUVER 15,754	D	11
Powell River, POWELL RIVER, 12,440	L	6
Prince George, FRASER-FORT GEORGE 67,621	E	6
Prince Rupert, SKEENA-QUEEN CHARLOTTE, 15,755	E	4
Princeton, OKANAGAN-SIMILKAMEEN 2,910	M	11
Qualicum Beach, NANAIMO, 3,410	M	6
Quesnel, CARIBOO, 8,358	F	6
Revelstoke, COLUMBIA-SHUSWAP, 8,279	I	15
Richmond, GREATER VANCOUVER, 108,492	E	10
Rossland, KOOTENAY BOUNDARY, 3,472	N	15
Salmon Arm, COLUMBIA-SHUSWAP, 11,199	J	13
Salmo, CENTRAL KOOTENAY, 1,014	M	16
Saltair, COWICHAN VALLEY, *1,429*	N	7
Sechelt, SUNSHINE COAST, 1,224	L	6
Sicamous, COLUMBIA-SHUSWAP, *2,004*	J	13
Sidney, CAPITAL, 8,982	O	7
Smithers, BULKLEY-NECHAKO, 4,713	D	4
Sparwood, EAST KOOTENAY, 4,540	L	19
Squamish, SQUAMISH-LILLOOET, 10,157	L	8
Tahsis, COMOX-STRATHCONA, 1,445	L	3
Terrace, KITIMAT-STIKINE, 10,532	E	4
Trail, KOOTENAY BOUNDARY, 7,948	M	15
Ucluelet, ALBERNI-CLAOQUOT, 1,512	N	4
Valemount, FRASER-FORT GEORGE, 1,161	F	7
Valleycliff, SQUAMISH-LILLOOET, *2,326*	I.	8
Vancouver, GREATER VANCOUVER, 431,147	D	10
Vanderhoof, BULKLEY-NECHAKO, *2,323*	E	5
Vernon, NORTH OKANAGAN, 20,241	K	13
Victoria, CAPITAL, 66,303	N	7
Warfield, KOOTENAY BOUNDARY, 1,840	M	15
White Rock, GREATER VANCOUVER 14,387	E	11
Williams Lake, CARIBOO, 10,280	F	6

YUKON AND NORTHWEST TERRITORIES


LEGEND
INTERNATIONAL BOUNDARY
PROVINCIAL BOUNDARIES
REGION BOUNDARIES
PLACE WITH 1000+ POPULATION
Scale: 1 Inch = 452 Kilometers or 281 Miles
N
Northwest Territories include All Islands within Ungava Bay, Hudson Bay and James Bay
Arctic Ocean
Ellesmere Island
Axel Heiberg Island
Sverdrup Islands
Queen Elizabeth Islands
Parry Islands
Melville Island
Bathurst Island
Devon Island
Baffin Bay
Lancaster Sound
Beaufort Sea
Banks Island
Viscount Melville Sound
Prince of Wales Island
Somerset Island
Amundsen Gulf
Victoria Island
KITIKMEOT REGION
Cambridge Bay
Boothia Peninsula
King William Island
Baffin Island
BAFFIN
Davis Strait
Melville Peninsula
Foxe Basin
Pangnirtung
Foxe Peninsula
Frobisher Bay
Hudson Strait
Akpatok Island
Ungava Bay
QUEBEC
UNITED STATES
ALASKA
Inuvik
INUVIK
YUKON TERRITORY
YUKON
Whitehorse
Great Bear Lake
FORT SMITH
NORTHWEST TERRITORIES
KEEWATIN
Baker Lake
Rae-Edzo
Yellowknife
Great Slave Lake
Hay River
Pine Point
Fort Smith
Rankin Inlet
Eskimo Point
Southampton Island
Coates Island
Mansel Island
Hudson Bay
INSET Belcher Islands
BRITISH COLUMBIA
ALBERTA
SASKATCHEWAN
MANITOBA
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
A B C D E F G H I J K L M N O

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REGIONS AND TOWNS

The following lists regions then towns and regions - in alphabetical order by province. 1986 Census population and map reference coordinates also appear. Census figures are shown in italics for unincorporated communities. Only those towns are included which have 1000+ (Census) population.

NORTHWEST TERRITORIES

52,238

BAFFIN	9,975	H	16
FORT SMITH	25,116	K	5
INUVIK	8,411	H	5
KEEWATIN	4,986	L	11
KITIKMEOT	3,750	H	10

Baker Lake, KEEWATIN, 1,009	L	11
Cambridge Bay, KITIKMEOT, 1,002	I	10
Eskimo Point, KEEWATIN, 1,189	N	14
Fort Smith, FORT SMITH, 2,460	M	7
Frobisher Bay, BAFFIN, 2,947	K	18
Hay River, FORT SMITH, 2,964	M	6
Inuvik, INUVIK, 3,389	G	5
Pangnirhung, BAFFIN, 1,004	J	18
Pine Point, FORT SMITH, 1,558	M	7
Rae-Edzo, FORT SMITH, 1,378	L	7
Rankin Inlet, KEEWATIN, 1,374	M	13
Yellowknife, FORT SMITH, 11,753	L	7

YUKON TERRITORY

23,504

YUKON	23,504	I	2

Whitehorse, YUKON, 15,199	J	3

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CORRECTION NOTICE

1992 CANADIAN NEWSPAPER CIRCULATION FACTBOOK

The following are corrections for Part 1 Section A (Analysis of Daily Newspaper Circulation by Market, County, Census Division, Regional District or Territory) for the Census Metropolitan Areas.

(For users of this report, please insert this as Page 4 for Part 1 Section A)

Page #	Province City Publication	Frequency	Census Metropolitan Area Circulation
16	Quebec, Montreal, Le Journal De Montreal	Morning (Mon. to Fri.)	203,179
17	Quebec, Montreal, Le Journal De Montreal	Saturday	221,418
18	Quebec, Montreal, Le Journal De Montreal	Sunday	194,837
19	Quebec, Montreal, La Presse	Morning (Mon. to Fri.)	150,714
20	Quebec, Montreal, La Presse	Saturday	227,678
21	Quebec, Montreal, La Presse	Sunday	140,605
25	Quebec, Quebec, Le Soleil	Morning (Mon. to Fri.)	65,523
25	Quebec, Quebec, Le Soleil	Saturday	92,048
26	Quebec, Quebec, Le Soleil	Sunday	56,435
30	Ontario, Hamilton/Burlington, Spectator	Evening (Mon. to Sat.)	100,967
32	Ontario, Kitchener-Waterloo, Record	Evening (Mon. to Sat.)	59,945
32	Ontario, Kitchener-Waterloo, Record	Saturday	69,004
34	Ontario, Oshawa, Times	Evening (Mon. to Sat.)	17,835
38	Ontario, St. Catharines, Standard	Evening (Mon. to Sat.)	39,158
40	Ontario, Toronto, Star	All Day (Mon. to Fri.)	373,628
41	Ontario, Toronto, Star	Saturday	541,815
42	Ontario, Toronto, Star	Sunday	373,629
43	Ontario, Toronto, Sun	Morning (Mon. to Fri.)	204,578
44	Ontario, Toronto, Sun	Saturday	130,705
44	Ontario, Toronto, Sun	Sunday	328,030
45	Ontario, Windsor, Star	Evening (Mon. to Sat.)	70,597
54	Alberta, Edmonton, Journal	Morning (Mon., Thurs. to Sat.)	135,265
55	Alberta, Edmonton, Journal	Friday	156,471
55	Alberta, Edmonton, Journal	Sunday	128,258
61	British Columbia, Vancouver, Province	Morning (Mon. to Fri.)	134,068
62	British Columbia, Vancouver, Province	Sunday	160,988

—— (underscore denotes correction)

11/12/92

Audit Bureau of Circulations

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
NEWFOUNDLAND							
CORNER BROOK			M 4				
CORNER BROOK WESTERN STAR	9/91			EVE (M-S)			
CITY ZONE		7,200			5,240	73	47
RETAIL TRADING ZONE		16,100			5,122	32	46
TOTAL ZONES		23,300			10,362	44	94
TOTAL PAID CIRCULATION					11,074		
CENSUS DIVISION CIRCULATION							
NEWFOUNDLAND							
CEN. DIV. 04		8,200			2,323	28	21
• CEN. DIV. 05		14,000			7,809	56	71
CEN. DIV. 08		15,700			391	2	4
CEN. DIV. 09		7,100			370	5	3
MISCELLANEOUS							
REMAINDER OF CIRCULATION					181		2
ST. JOHN'S			D14				
ST. JOHN'S EVENING TELEGRAM	9/91			EVE (M-F)			
CITY ZONE		30,500			20,445	67	53
RETAIL TRADING ZONE		78,200			17,634	23	45
TOTAL ZONES		108,700			38,079	35	98
CENSUS METROPOLITAN AREA		50,400			30,341	60	78
TOTAL PAID CIRCULATION					38,907		
CENSUS DIVISION CIRCULATION							
NEWFOUNDLAND							
• CEN. DIV. 01		73,900			35,592	48	91
CEN. DIV. 06		12,800			1,493	12	4
CEN. DIV. 07		13,300			883	7	2
CEN. DIV. 10		8,100			298	4	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					641		2
ST. JOHN'S EVENING TELEGRAM	9/91			WEEKEND			
CITY ZONE		30,500			24,500	80	42
RETAIL TRADING ZONE		78,200			30,914	40	53
TOTAL ZONES		108,700			55,414	51	96
CENSUS METROPOLITAN AREA		50,400			37,379	74	65
TOTAL PAID CIRCULATION					57,903		
CENSUS DIVISION CIRCULATION							
NEWFOUNDLAND							
• CEN. DIV. 01		73,900			47,619	64	82
CEN. DIV. 02		8,700			1,937	22	3
CEN. DIV. 05		14,000			276	2	
CEN. DIV. 06		12,800			2,878	22	5
CEN. DIV. 07		13,300			2,980	22	5
CEN. DIV. 08		15,700			497	3	1
CEN. DIV. 10		8,100			529	7	1
MISCELLANEOUS							

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
NEWFOUNDLAND (cont.)							
REMAINDER OF CIRCULATION					1,187		2
ST. JOHN'S EVENING TELEGRAM	9/91			SUNDAY			
CITY ZONE		30,500			18,020	59	49
RETAIL TRADING ZONE		78,200			17,505	22	48
TOTAL ZONES		108,700			35,525	33	98
CENSUS METROPOLITAN AREA		50,400			27,389	54	75
TOTAL PAID CIRCULATION					36,407		
CENSUS DIVISION CIRCULATION							
NEWFOUNDLAND							
* CEN. DIV. 01		73,900			32,278	44	89
CEN. DIV. 02		8,700			650	7	2
CEN. DIV. 06		12,800			1,474	12	4
CEN. DIV. 07		13,300			1,123	8	3
CEN. DIV. 10		8,100			288	4	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					594		2
PRINCE EDWARD ISLAND							
CHARLOTTETOWN			J18				
CHARLOTTETOWN GUARDIAN, EVENING PATRIOT	9/91			MORN/EVE (M-S)			
CITY ZONE		9,500			10,836	114	44
RETAIL TRADING ZONE		19,500			11,022	57	45
TOTAL ZONES		29,000			21,858	75	89
TOTAL PAID CIRCULATION					24,521		
COUNTY CIRCULATION							
PRINCE EDWARD ISLAND							
KINGS		6,400			3,519	55	14
PRINCE		14,600			2,303	16	9
* QUEENS		22,600			18,339	81	75
MISCELLANEOUS							
REMAINDER OF CIRCULATION					360		1
SUMMERSIDE			E12				
SUMMERSIDE JOURNAL-PIONEER	9/91			EVE (M-S)			
CITY ZONE		4,800			3,940	82	36
RETAIL TRADING ZONE		11,200			5,954	53	55
TOTAL ZONES		16,000			9,894	62	91
TOTAL PAID CIRCULATION					10,921		
COUNTY CIRCULATION							
PRINCE EDWARD ISLAND							
* PRINCE		14,600			9,729	67	89
QUEENS		22,600			787	3	7
MISCELLANEOUS							
REMAINDER OF CIRCULATION					405		4

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
NOVA SCOTIA							
AMHERST			**G11**				
AMHERST DAILY NEWS	9/90			MORN (M-F)			
CITY ZONE		3,900			2,462	63	64
RETAIL TRADING ZONE		12,200			1,301	11	34
TOTAL ZONES		16,100			3,763	23	98
TOTAL PAID CIRCULATION					3,847		
COUNTY CIRCULATION							
NOVA SCOTIA							
* CUMBERLAND		12,700			3,738	29	97
MISCELLANEOUS							
REMAINDER OF CIRCULATION					109		3
AMHERST DAILY NEWS	9/90			SUNDAY			
CITY ZONE		3,900			2,962	76	45
RETAIL TRADING ZONE		12,200			2,815	23	43
TOTAL ZONES		16,100			5,777	36	88
TOTAL PAID CIRCULATION					6,571		
COUNTY CIRCULATION							
NOVA SCOTIA							
* CUMBERLAND		12,700			5,472	43	83
NEW BRUNSWICK							
WESTMORLAND		41,000			294	1	4
MISCELLANEOUS							
REMAINDER OF CIRCULATION					805		12
HALIFAX			**M18**				
HALIFAX CHRONICLE-HERALD, MAIL-STAR	9/91			MORN/EVE (M-S)			
NEWSPAPER DESIGNATED MARKET		117,800			71,537	61	51
TOTAL ZONES		117,800			71,537	61	51
CENSUS METROPOLITAN AREA		113,600			70,534	62	50
TOTAL PAID CIRCULATION					141,511		
COUNTY CIRCULATION							
PRINCE EDWARD ISLAND							
QUEENS		22,600			543	2	
NOVA SCOTIA							
ANNAPOLIS		8,400			3,250	39	2
ANTIGONISH		5,900			3,342	57	2
CAPE BRETON		40,000			4,741	12	3
COLCHESTER		17,300			6,927	40	5
CUMBERLAND		12,700			4,647	37	3
DIGBY		7,600			2,807	37	2
GUYSBOROUGH		4,000			1,647	41	1
* HALIFAX		117,800			71,537	61	51
HANTS		12,700			7,768	61	5
INVERNESS		7,400			3,469	47	2
KINGS		18,800			8,060	43	6
LUNENBERG		17,400			6,632	38	5
PICTOU		17,300			5,113	30	4

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
NOVA SCOTIA (cont.)							
QUEENS		4,900			1,909	39	1
RICHMOND		3,800			1,391	37	1
SHELBURNE		6,400			1,950	30	1
VICTORIA		2,900			816	28	1
YARMOUTH		10,700			3,518	33	2
NEW BRUNSWICK							
WESTMORLAND		41,000			595	1	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					849		1
HALIFAX DAILY NEWS	9/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		117,800			21,952	19	87
TOTAL ZONES		117,800			21,952	19	87
CENSUS METROPOLITAN AREA		113,600			20,968	18	83
TOTAL PAID CIRCULATION					25,313		
COUNTY CIRCULATION							
NOVA SCOTIA							
CAPE BRETON		40,000			469	1	2
COLCHESTER		17,300			409	2	2
* HALIFAX		117,800			21,952	19	87
HANTS		12,700			331	3	1
KINGS		18,800			535	3	2
LUNENBERG		17,400			329	2	1
PICTOU		17,300			331	2	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					957		4
HALIFAX DAILY NEWS	9/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		117,800			29,831	25	81
TOTAL ZONES		117,800			29,831	25	81
CENSUS METROPOLITAN AREA		113,600			28,000	25	76
TOTAL PAID CIRCULATION					37,022		
COUNTY CIRCULATION							
NOVA SCOTIA							
ANNAPOLIS		8,400			288	3	1
ANTIGONISH		5,900			397	7	1
CAPE BRETON		40,000			1,239	3	3
COLCHESTER		17,300			929	5	3
* HALIFAX		117,800			29,831	25	81
HANTS		12,700			561	4	2
KINGS		18,800			1,149	6	3
LUNENBERG		17,400			714	4	2
PICTOU		17,300			637	4	2
MISCELLANEOUS							
REMAINDER OF CIRCULATION					1,277		3
NEW GLASGOW			G14				
NEW GLASGOW EVENING NEWS	9/91			EVE (M-S)			
CITY ZONE		7,900			6,524	83	58
RETAIL TRADING ZONE		8,500			4,147	49	37
TOTAL ZONES		16,400			10,671	65	95

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
NOVA SCOTIA (cont.)							
TOTAL PAID CIRCULATION					11,215		
COUNTY CIRCULATION							
NOVA SCOTIA							
* PICTOU		17,300			10,797	62	96
MISCELLANEOUS							
REMAINDER OF CIRCULATION					418		4
SYDNEY			E18				
SYDNEY CAPE BRETON POST	9/91			MORN (M-S)			
CITY ZONE		12,400			11,048	89	35
RETAIL TRADING ZONE		30,500			18,690	61	60
TOTAL ZONES		42,900			29,738	69	95
TOTAL PAID CIRCULATION					31,280		
COUNTY CIRCULATION							
NOVA SCOTIA							
* CAPE BRETON		40,000			28,846	72	92
INVERNESS		7,400			914	12	3
RICHMOND		3,800			377	10	1
VICTORIA		2,900			892	31	3
MISCELLANEOUS							
REMAINDER OF CIRCULATION					251		1
TRURO			H13				
TRURO DAILY NEWS	9/91			EVE (M-S)			
CITY ZONE		7,300			4,887	67	56
RETAIL TRADING ZONE		10,000			3,390	34	39
TOTAL ZONES		17,300			8,277	48	95
TOTAL PAID CIRCULATION					8,712		
COUNTY CIRCULATION							
NOVA SCOTIA							
* COLCHESTER		17,300			8,277	48	95
MISCELLANEOUS							
REMAINDER OF CIRCULATION					435		5
TRURO DAILY NEWS	9/91			SATURDAY			
CITY ZONE		7,300			5,890	81	57
RETAIL TRADING ZONE		10,000			3,866	39	38
TOTAL ZONES		17,300			9,756	56	95
TOTAL PAID CIRCULATION					10,278		
COUNTY CIRCULATION							
NOVA SCOTIA							
* COLCHESTER		17,300			9,756	56	95
MISCELLANEOUS							
REMAINDER OF CIRCULATION					522		5

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
NEW BRUNSWICK							
CARAQUET			B 9				
CARAQUET L'ACADIE NOUVELLE	9/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		28,000			10,009	36	64
TOTAL ZONES		28,000			10,009	36	64
TOTAL PAID CIRCULATION					15,631		
COUNTY CIRCULATION							
NEW BRUNSWICK							
• GLOUCESTER		28,000			10,009	36	64
KENT		10,600			1,064	10	7
MADAWASKA		12,500			687	5	4
NORTHUMBERLAND		18,000			815	5	5
RESTIGOUCHE		13,300			696	5	4
WESTMORLAND		41,000			1,794	4	11
MISCELLANEOUS							
REMAINDER OF CIRCULATION					566		4
FREDERICTON			G 6				
FREDERICTON DAILY GLEANER	9/91			EVE (M-S)			
CITY ZONE		18,700			16,946	91	56
RETAIL TRADING ZONE		24,500			11,762	48	39
TOTAL ZONES		43,200			28,708	66	95
TOTAL PAID CIRCULATION					30,199		
COUNTY CIRCULATION							
NEW BRUNSWICK							
CARLETON		8,800			1,003	11	3
NORTHUMBERLAND		18,000			1,139	6	4
QUEENS		4,800			1,894	39	6
SUNBURY		7,400			4,306	58	14
• YORK		29,100			21,338	73	71
MISCELLANEOUS							
REMAINDER OF CIRCULATION					519		2
MONCTON			G10				
MONCTON TIMES-TRANSCRIPT	9/91			EVE (M-F)			
CITY ZONE		29,600			23,554	80	55
RETAIL TRADING ZONE		76,100			17,436	23	40
TOTAL ZONES		105,700			40,990	39	95
TOTAL PAID CIRCULATION					43,177		
COUNTY CIRCULATION							
NEW BRUNSWICK							
ALBERT		8,100			5,584	69	13
GLOUCESTER		28,000			1,299	5	3
KENT		10,600			4,361	41	10
KINGS		20,500			446	2	1
NORTHUMBERLAND		18,000			3,082	17	7
RESTIGOUCHE		13,300			1,040	8	2
• WESTMORLAND		41,000			26,664	65	62

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
NEW BRUNSWICK (cont.)							
MISCELLANEOUS							
REMAINDER OF CIRCULATION					701		2
MONCTON TIMES-TRANSCRIPT	9/91			SATURDAY			
CITY ZONE		29,600			28,597	97	53
RETAIL TRADING ZONE		76,100			22,562	30	42
TOTAL ZONES		105,700			51,159	48	94
TOTAL PAID CIRCULATION					54,212		
COUNTY CIRCULATION							
NOVA SCOTIA							
CUMBERLAND		12,700			425	3	1
NEW BRUNSWICK							
ALBERT		8,100			6,850	85	13
GLOUCESTER		28,000			1,665	6	3
KENT		10,600			5,864	55	11
KINGS		20,500			732	4	1
NORTHUMBERLAND		18,000			3,684	20	7
RESTIGOUCHE		13,300			1,365	10	3
• WESTMORLAND		41,000			33,096	81	61
MISCELLANEOUS							
REMAINDER OF CIRCULATION					531		1
SAINT JOHN			M14				
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE	9/91			MORN/EVE (M-F)			
CITY ZONE		29,400			23,714	81	39
RETAIL TRADING ZONE		220,700			36,180	16	60
TOTAL ZONES		250,100			59,894	24	99
CENSUS METROPOLITAN AREA		44,400			35,942	81	60
TOTAL PAID CIRCULATION					60,313		
COUNTY CIRCULATION							
NEW BRUNSWICK							
ALBERT		8,100			356	4	1
CARLETON		8,800			2,090	24	3
CHARLOTTE		10,000			3,876	39	6
GLOUCESTER		28,000			1,683	6	3
KINGS		20,500			11,649	57	19
MADAWASKA		12,500			795	6	1
NORTHUMBERLAND		18,000			2,951	16	5
QUEENS		4,800			984	21	2
RESTIGOUCHE		13,300			1,439	11	2
• ST. JOHN		30,300			25,592	84	42
SUNBURY		7,400			338	5	1
VICTORIA		7,700			1,783	23	3
WESTMORLAND		41,000			1,846	5	3
YORK		29,100			4,361	15	7
MISCELLANEOUS							
REMAINDER OF CIRCULATION					570		1
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE	9/91			SATURDAY			

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
NEW BRUNSWICK (cont.)							
CITY ZONE		29,400			20,712	70	35
RETAIL TRADING ZONE		220,700			37,929	17	64
TOTAL ZONES		250,100			58,641	23	99
CENSUS METROPOLITAN AREA		44,400			30,949	70	52
TOTAL PAID CIRCULATION					59,128		
COUNTY CIRCULATION							
NEW BRUNSWICK							
ALBERT		8,100			396	5	1
CARLETON		8,800			2,226	25	4
CHARLOTTE		10,000			4,233	42	7
GLOUCESTER		28,000			1,849	7	3
KINGS		20,500			11,025	54	19
MADAWASKA		12,500			843	7	1
NORTHUMBERLAND		18,000			3,167	18	5
QUEENS		4,800			1,154	24	2
RESTIGOUCHE		13,300			1,561	12	3
* ST. JOHN		30,300			22,360	74	38
SUNBURY		7,400			448	6	1
VICTORIA		7,700			1,893	25	3
WESTMORLAND		41,000			2,002	5	3
YORK		29,100			5,276	18	9
MISCELLANEOUS							
REMAINDER OF CIRCULATION					695		1
QUEBEC							
CHICOUTIMI			J 8				
CHICOUTIMI PROGRES-DIMANCHE (F)	3/91			SUNDAY			
CITY ZONE		22,400			13,790	62	27
RETAIL TRADING ZONE		44,300			22,968	52	45
TOTAL ZONES		66,700			36,758	55	72
CENSUS METROPOLITAN AREA		55,600			26,082	47	51
TOTAL PAID CIRCULATION					51,092		
COUNTY CIRCULATION							
QUEBEC							
ABITIBI		35,700			639	2	1
* CHICOUTIMI		60,600			34,084	56	67
LAC-ST-JEAN-EST		16,000			6,651	42	13
LAC-ST-JEAN-OUEST		20,400			7,666	38	15
QUEBEC		188,900			632		1
SAGUENAY		32,500			1,317	4	3
MISCELLANEOUS							
REMAINDER OF CIRCULATION					103		
CHICOUTIMI LE QUOTIDIEN (F)	3/91			MORN (M-S)			
CITY ZONE		22,400			9,720	43	31
RETAIL TRADING ZONE		44,300			14,886	34	48
TOTAL ZONES		66,700			24,606	37	79
CENSUS METROPOLITAN AREA		55,600			17,525	32	56

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
TOTAL PAID CIRCULATION					31,230		
COUNTY CIRCULATION							
QUEBEC							
* CHICOUTIMI		60,600			22,533	37	72
LAC-ST-JEAN-EST		16,000			4,605	29	15
LAC-ST-JEAN-OUEST		20,400			3,898	19	12
MISCELLANEOUS							
REMAINDER OF CIRCULATION					194		1
GRANBY			**R12**				
GRANBY LA VOIX DE L'EST (F)	3/91			MORN (M-F)			
CITY ZONE		23,300			9,379	40	60
RETAIL TRADING ZONE		36,300			5,965	16	38
TOTAL ZONES		59,600			15,344	26	98
TOTAL PAID CIRCULATION					15,680		
COUNTY CIRCULATION							
QUEBEC							
BAGOT		10,600			318	3	2
BROME		6,900			706	10	5
MISSISQUOI		13,600			2,057	15	13
ROUVILLE		17,200			1,265	7	8
* SHEFFORD		30,800			11,123	36	71
MISCELLANEOUS							
REMAINDER OF CIRCULATION					211		1
MONTREAL			**D13**				
MONTREAL GAZETTE	3/91			MORN (M-F)			
CITY ZONE		1,011,200			141,244	14	82
RETAIL TRADING ZONE		477,300			16,973	4	10
TOTAL ZONES		1,488,500			158,217	11	92
CENSUS METROPOLITAN AREA		1,227,400			155,371	13	91
TOTAL PAID CIRCULATION					171,496		
COUNTY CIRCULATION							
QUEBEC							
ABITIBI		35,700			307	1	
ARGENTEUIL		13,500			862	6	1
BROME		6,900			491	7	
CHAMBLY		129,500			8,201	6	5
CHATEAUGUAY		23,500			2,464	10	1
CHICOUTIMI		60,600			251		
DEUX-MONTAGNES		33,600			1,680	5	1
GATINEAU		21,700			381	2	
HULL		58,300			288		
HUNTINGDON		6,900			601	9	
* ILE-DE-MONTREAL		741,000			125,597	17	73
ILE-JESUS		121,200			5,642	5	3
LAPRAIRIE		44,500			4,032	9	2
L'ASSOMPTION		50,500			294	1	
MISSISQUOI		13,600			488	4	
MONTCALM		13,400			333	2	

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
QUEBEC		188,900			2,173	1	1
ROUVILLE		17,200			570	3	
SAGUENAY		32,500			279	1	
ST-JEAN		24,700			430	2	
ST-MAURICE		45,100			289	1	
SHEFFORD		30,800			313	1	
SHERBROOKE		50,400			780	2	
STANSTEAD		15,800			385	2	
TERREBONNE		93,600			2,771	3	2
VAUDREUIL		23,500			3,210	14	2
VERCHERES		24,900			438	2	
ONTARIO							
OTTAWA-CARLETON		250,000			2,666	1	2
STOR. , DUN. & GLEN.		39,500			1,074	3	1
TORONTO		811,900			419		
MISCELLANEOUS							
REMAINDER OF CIRCULATION					3,533		2
MONTREAL GAZETTE	3/91			SATURDAY			
CITY ZONE		1,011,200			196,787	19	79
RETAIL TRADING ZONE		477,300			31,697	7	13
TOTAL ZONES		1,488,500			228,484	15	91
CENSUS METROPOLITAN AREA		1,227,400			233,095	19	93
TOTAL PAID CIRCULATION					250,053		
COUNTY CIRCULATION							
NOVA SCOTIA							
HALIFAX		117,800			385		
QUEBEC							
ABITIBI		35,700			492	1	
ARGENTEUIL		13,500			2,316	17	1
BEAUHARNOIS		21,900			310	1	
BROME		6,900			1,607	23	1
CHAMBLY		129,500			12,553	10	5
CHAMPLAIN		47,500			255	1	
CHATEAUGUAY		23,500			4,327	18	2
CHICOUTIMI		60,600			378	1	
DEUX-MONTAGNES		33,600			2,736	8	1
GATINEAU		21,700			587	3	
HULL		58,300			316	1	
HUNTINGDON		6,900			1,330	19	1
• ILE-DE-MONTREAL		741,000			171,869	23	69
ILE-JESUS		121,200			9,740	8	4
LAPRAIRIE		44,500			6,855	15	3
L'ASSOMPTION		50,500			737	1	
MISSISQUOI		13,600			1,077	8	
MONTCALM		13,400			807	6	
PORTNEUF		23,600			263	1	
QUEBEC		188,900			3,623	2	1
RICHMOND		14,000			357	3	
ROUVILLE		17,200			836	5	
SAGUENAY		32,500			374	1	
ST-JEAN		24,700			817	3	
ST-MAURICE		45,100			499	1	
SHEFFORD		30,800			626	2	

•Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
SHERBROOKE		50,400			1,544	3	1
STANSTEAD		15,800			1,096	7	
TERREBONNE		93,600			5,612	6	2
VAUDREUIL		23,500			4,986	21	2
VERCHERES		24,900			710	3	
ONTARIO							
OTTAWA-CARLETON		250,000			2,836	1	1
PRESCOTT & RUSSELL		22,100			315	1	
STOR. , DUN. & GLEN.		39,500			1,604	4	1
TORONTO		811,900			497		
MISCELLANEOUS							
REMAINDER OF CIRCULATION					4,274		2
MONTREAL GAZETTE	3/91			SUNDAY			
CITY ZONE		1,011,200			129,113	13	82
RETAIL TRADING ZONE		477,300			17,927	4	11
TOTAL ZONES		1,488,500			147,040	10	93
CENSUS METROPOLITAN AREA		1,227,400			143,415	12	91
TOTAL PAID CIRCULATION					158,394		
COUNTY CIRCULATION							
QUEBEC							
ABITIBI		35,700			252	1	
ARGENTEUIL		13,500			991	7	1
BROME		6,900			566	8	
CHAMBLY		129,500			8,449	7	5
CHATEAUGUAY		23,500			2,711	12	2
DEUX-MONTAGNES		33,600			1,805	5	1
GATINEAU		21,700			330	2	
HUNTINGDON		6,900			567	8	
* ILE-DE-MONTREAL		741,000			113,352	15	72
ILE-JESUS		121,200			5,824	5	4
LAPRAIRIE		44,500			4,314	10	3
L'ASSOMPTION		50,500			345	1	
MISSISQUOI		13,600			426	3	
QUEBEC		188,900			1,691	1	1
ROUVILLE		17,200			559	3	
ST-JEAN		24,700			359	1	
ST-MAURICE		45,100			292	1	
SHEFFORD		30,800			309	1	
SHERBROOKE		50,400			866	2	1
STANSTEAD		15,800			438	3	
TERREBONNE		93,600			2,685	3	2
VAUDREUIL		23,500			3,427	15	2
VERCHERES		24,900			439	2	
ONTARIO							
OTTAWA-CARLETON		250,000			2,107	1	1
STOR. , DUN. & GLEN.		39,500			1,115	3	1
TORONTO		811,900			330		
MISCELLANEOUS							
REMAINDER OF CIRCULATION					3,845		2
MONTREAL LE DEVOIR (F)	3/91			MORN (M-F)			

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
NEWSPAPER DESIGNATED MARKET		1,515,400			17,294	1	65
TOTAL ZONES		1,515,400			17,294	1	65
CENSUS METROPOLITAN AREA		1,227,400			15,873	1	59
TOTAL PAID CIRCULATION					26,778		
COUNTY CIRCULATION							
QUEBEC							
CHAMBLY		129,500			1,228	1	5
CHICOUTIMI		60,600			449	1	2
HULL		58,300			797	1	3
* ILE-DE-MONTREAL		741,000			12,867	2	48
ILE-JESUS		121,200			653	1	2
LAPRAIRIE		44,500			266	1	1
LEVIS		40,800			288	1	1
QUEBEC		188,900			2,833	1	11
SHERBROOKE		50,400			400	1	1
TERREBONNE		93,600			464		2
ONTARIO							
OTTAWA-CARLETON		250,000			1,653	1	6
MISCELLANEOUS							
REMAINDER OF CIRCULATION					4,880		18
MONTREAL LE DEVOIR (F)	3/91			SATURDAY			
NEWSPAPER DESIGNATED MARKET		1,515,400			18,723	1	63
TOTAL ZONES		1,515,400			18,723	1	63
CENSUS METROPOLITAN AREA		1,227,400			16,912	1	57
TOTAL PAID CIRCULATION					29,912		
COUNTY CIRCULATION							
QUEBEC							
CHAMBLY		129,500			1,396	1	5
CHICOUTIMI		60,600			422	1	1
HULL		58,300			905	2	3
* ILE-DE-MONTREAL		741,000			13,103	2	44
ILE-JESUS		121,200			768	1	3
LAPRAIRIE		44,500			352	1	1
LEVIS		40,800			320	1	1
QUEBEC		188,900			2,925	2	10
ST-MAURICE		45,100			331	1	1
SHERBROOKE		50,400			474	1	2
TERREBONNE		93,600			797	1	3
ONTARIO							
OTTAWA-CARLETON		250,000			1,546	1	5
MISCELLANEOUS							
REMAINDER OF CIRCULATION					6,573		22
LE JOURNAL DE MONTREAL (F)	3/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		1,515,400			257,258	17	86
TOTAL ZONES		1,515,400			257,258	17	86
CENSUS METROPOLITAN AREA		1,227,400			203,179	17	68
TOTAL PAID CIRCULATION					299,474		
COUNTY CIRCULATION							
QUEBEC							

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
ABITIBI		35,700			2,914	8	1
ARGENTEUIL		13,500			1,828	14	1
ARTHABASKA		22,700			1,893	8	1
BAGOT		10,600			1,113	11	
BEAUHARNOIS		21,900			4,908	22	2
BERTHIER		13,500			2,078	15	1
BROME		6,900			383	6	
CHAMBLY		129,500			22,155	17	7
CHAMPLAIN		47,500			3,046	6	1
CHATEAUGUAY		23,500			3,508	15	1
DEUX-MONTAGNES		33,600			5,758	17	2
DRUMMOND		28,700			3,923	14	1
GATINEAU		21,700			649	3	
HULL		58,300			4,654	8	2
HUNTINGDON		6,900			452	7	
IBERVILLE		9,600			1,449	15	
• ILE-DE-MONTREAL		741,000			121,348	16	41
ILE-JESUS		121,200			21,217	18	7
ILES-DE-LA-MADELEINE		4,900			263	5	
JOLIETTE		26,500			4,734	18	2
LABELLE		13,400			1,668	12	1
LAPRAIRIE		44,500			7,125	16	2
L'ASSOMPTION		50,500			11,707	23	4
MASKINONGE		8,000			555	7	
MEGANTIC		19,000			268	1	
MISSISQUOI		13,600			1,402	10	
MONTCALM		13,400			1,993	15	1
NAPIERVILLE		5,500			1,122	20	
NICOLET		12,000			778	6	
NOUVEAU-QUEBEC		9,800			814	8	
PAPINEAU		16,900			1,204	7	
RICHELIEU		20,200			4,985	25	2
RICHMOND		14,000			637	5	
ROUVILLE		17,200			2,554	15	1
ST-HYACINTHE		23,300			3,928	17	1
ST-JEAN		24,700			4,776	19	2
ST-MAURICE		45,100			3,650	8	1
SHEFFORD		30,800			2,652	9	1
SHERBROOKE		50,400			2,359	5	1
SOULANGES		6,400			1,258	20	
STANSTEAD		15,800			629	4	
TEMISCAMINGUE		20,600			1,593	8	1
TERREBONNE		93,600			18,369	20	6
VAUDREUIL		23,500			3,341	14	1
VERCHERES		24,900			5,250	21	2
YAMASKA		5,000			362	7	
ONTARIO							
OTTAWA-CARLETON		250,000			2,414	1	1
PRESCOTT & RUSSELL		22,100			746	3	
STOR. , DUN. & GLEN.		39,500			351	1	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					572		
LE JOURNAL DE MONTREAL (F)	3/91			SATURDAY			

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
NEWSPAPER DESIGNATED MARKET		1,515,400			292,996	19	85
TOTAL ZONES		1,515,400			292,996	19	85
CENSUS METROPOLITAN AREA		1,227,400			221,418	18	64
TOTAL PAID CIRCULATION					346,697		
COUNTY CIRCULATION							
QUEBEC							
ABITIBI		35,700			3,641	10	1
ARGENTEUIL		13,500			2,461	18	1
ARTHABASKA		22,700			2,397	11	1
BAGOT		10,600			1,508	14	
BEAUHARNOIS		21,900			5,671	26	2
BERTHIER		13,500			3,083	23	1
BROME		6,900			649	9	
CHAMBLY		129,500			26,785	21	8
CHAMPLAIN		47,500			4,235	9	1
CHATEAUGUAY		23,500			4,640	20	1
DEUX-MONTAGNES		33,600			8,011	24	2
DRUMMOND		28,700			4,722	16	1
GATINEAU		21,700			1,027	5	
HULL		58,300			5,142	9	1
HUNTINGDON		6,900			633	9	
IBERVILLE		9,600			1,833	19	1
* ILE-DE-MONTREAL		741,000			120,361	16	35
ILE-JESUS		121,200			25,571	21	7
ILES-DE-LA-MADELEINE		4,900			289	6	
JOLIETTE		26,500			6,255	24	2
LABELLE		13,400			2,647	20	1
LAPRAIRIE		44,500			9,525	21	3
L'ASSOMPTION		50,500			15,837	31	5
MASKINONGE		8,000			946	12	
MEGANTIC		19,000			339	2	
MISSISQUOI		13,600			1,764	13	1
MONTCALM		13,400			3,503	26	1
NAPIERVILLE		5,500			1,435	26	
NICOLET		12,000			1,156	10	
NOUVEAU-QUEBEC		9,800			788	8	
PAPINEAU		16,900			1,664	10	
RICHELIEU		20,200			5,766	29	2
RICHMOND		14,000			795	6	
ROUVILLE		17,200			3,289	19	1
ST-HYACINTHE		23,300			4,718	20	1
ST-JEAN		24,700			5,607	23	2
ST-MAURICE		45,100			4,599	10	1
SHEFFORD		30,800			3,156	10	1
SHERBROOKE		50,400			2,631	5	1
SOULANGES		6,400			1,609	25	
STANSTEAD		15,800			922	6	
TEMISCAMINGUE		20,600			2,002	10	1
TERREBONNE		93,600			25,349	27	7
VAUDREUIL		23,500			4,251	18	1
VERCHERES		24,900			6,834	27	2
YAMASKA		5,000			622	12	
ONTARIO							
OTTAWA-CARLETON		250,000			1,774	1	1

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
PRESCOTT & RUSSELL		22,100			998	5	
STOR. , DUN. & GLEN.		39,500			332	1	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					653		
LE JOURNAL DE MONTREAL (F)	3/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		1,515,400			261,771	17	82
TOTAL ZONES		1,515,400			261,771	17	82
CENSUS METROPOLITAN AREA		1,227,400			194,837	16	61
TOTAL PAID CIRCULATION					320,339		
COUNTY CIRCULATION							
QUEBEC							
ABITIBI		35,700			3,180	9	1
ARGENTEUIL		13,500			2,287	17	1
ARTHABASKA		22,700			2,784	12	1
BAGOT		10,600			1,618	15	1
BEAUHARNOIS		21,900			5,292	24	2
BERTHIER		13,500			2,724	20	1
BROME		6,900			720	10	
CHAMBLY		129,500			23,329	18	7
CHAMPLAIN		47,500			5,813	12	2
CHATEAUGUAY		23,500			4,218	18	1
COMPTON		7,400			314	4	
DEUX-MONTAGNES		33,600			7,362	22	2
DRUMMOND		28,700			4,732	16	1
GATINEAU		21,700			980	5	
HULL		58,300			6,513	11	2
HUNTINGDON		6,900			671	10	
IBERVILLE		9,600			1,771	18	1
* ILE-DE-MONTREAL		741,000			102,794	14	32
ILE-JESUS		121,200			22,995	19	7
ILES-DE-LA-MADELEINE		4,900			260	5	
JOLIETTE		26,500			5,567	21	2
LABELLE		13,400			2,180	16	1
LAPRAIRIE		44,500			8,692	20	3
L'ASSOMPTION		50,500			14,573	29	5
MASKINONGE		8,000			948	12	
MEGANTIC		19,000			404	2	
MISSISQUOI		13,600			1,898	14	1
MONTCALM		13,400			3,096	23	1
NAPIERVILLE		5,500			1,380	25	
NICOLET		12,000			1,393	12	
NOUVEAU-QUEBEC		9,800			372	4	
PAPINEAU		16,900			1,818	11	1
RICHELIEU		20,200			5,583	28	2
RICHMOND		14,000			1,305	9	
ROUVILLE		17,200			3,180	18	1
ST-HYACINTHE		23,300			4,702	20	1
ST-JEAN		24,700			5,040	20	2
ST-MAURICE		45,100			5,881	13	2
SHEFFORD		30,800			3,885	13	1
SHERBROOKE		50,400			4,066	8	1
SOULANGES		6,400			1,541	24	
STANSTEAD		15,800			1,237	8	

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
TEMISCAMINGUE		20,600			1,714	8	1
TERREBONNE		93,600			23,045	25	7
VAUDREUIL		23,500			4,055	17	1
VERCHERES		24,900			6,336	25	2
YAMASKA		5,000			505	10	
ONTARIO							
OTTAWA-CARLETON		250,000			1,908	1	1
PRESCOTT & RUSSELL		22,100			939	4	
STOR. , DUN. & GLEN.		39,500			359	1	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					388		
MONTREAL LA PRESSE (F)	3/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		1,338,100			161,530	12	82
RETAIL TRADING ZONE		150,400			11,858	8	6
TOTAL ZONES		1,488,500			173,388	12	88
CENSUS METROPOLITAN AREA		1,227,400			150,714	12	76
TOTAL PAID CIRCULATION					197,913		
COUNTY CIRCULATION							
QUEBEC							
ABITIBI		35,700			803	2	
ARGENTEUIL		13,500			658	5	
ARTHABASKA		22,700			1,153	5	1
BAGOT		10,600			262	2	
BEAUHARNOIS		21,900			2,154	10	1
BERTHIER		13,500			508	4	
CHAMBLY		129,500			20,416	16	10
CHAMPLAIN		47,500			1,007	2	1
CHATEAUGUAY		23,500			2,028	9	1
CHICOUTIMI		60,600			1,330	2	1
DEUX-MONTAGNES		33,600			2,522	8	1
DRUMMOND		28,700			1,094	4	1
GATINEAU		21,700			871	4	
HULL		58,300			1,026	2	1
IBERVILLE		9,600			483	5	
* ILE-DE-MONTREAL		741,000			88,240	12	45
ILE-JESUS		121,200			16,327	13	8
JOLIETTE		26,500			1,892	7	1
LABELLE		13,400			520	4	
LAC-ST-JEAN-EST		16,000			251	2	
LAC-ST-JEAN-OUEST		20,400			288	1	
LAPRAIRIE		44,500			6,567	15	3
L'ASSOMPTION		50,500			5,771	11	3
LEVIS		40,800			251	1	
MEGANTIC		19,000			281	1	
MISSISQUOI		13,600			608	4	
MONTCALM		13,400			545	4	
NAPIERVILLE		5,500			279	5	
QUEBEC		188,900			2,318	1	1
RICHELIEU		20,200			2,333	12	1
RIMOUSKI		25,800			465	2	
ROUVILLE		17,200			1,855	11	1
SAGUENAY		32,500			491	2	
ST-HYACINTHE		23,300			1,941	8	1

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
ST-JEAN		24,700			2,585	10	1
ST-MAURICE		45,100			2,099	5	1
SHEFFORD		30,800			1,022	3	1
SHERBROOKE		50,400			1,615	3	1
SOULANGES		6,400			475	7	
STANSTEAD		15,800			276	2	
TEMISCAMINGUE		20,600			676	3	
TERREBONNE		93,600			9,631	10	5
VAUDREUIL		23,500			2,136	9	1
VERCHERES		24,900			3,813	15	2
ONTARIO							
OTTAWA-CARLETON		250,000			1,988	1	1
TORONTO		811,900			395		
MISCELLANEOUS							
REMAINDER OF CIRCULATION					2,750		1
MONTREAL LA PRESSE (F)	3/91			SATURDAY			
NEWSPAPER DESIGNATED MARKET		1,338,100			246,732	18	
RETAIL TRADING ZONE		150,400			23,975	16	
TOTAL ZONES		1,488,500			270,707	18	
CENSUS METROPOLITAN AREA		1,227,400			227,678	19	
TOTAL PAID CIRCULATION					317,043		
COUNTY CIRCULATION							
NEW BRUNSWICK							
WESTMORLAND		41,000			306	1	
QUEBEC							
ABITIBI		35,700			1,543	4	
ARGENTEUIL		13,500			1,540	11	
ARTHABASKA		22,700			1,771	8	1
BAGOT		10,600			620	6	
BEAUCE		27,300			290	1	
BEAUHARNOIS		21,900			2,965	14	1
BERTHIER		13,500			1,317	10	
BROME		6,900			1,388	20	
CHAMBLY		129,500			31,442	24	10
CHAMPLAIN		47,500			2,079	4	1
CHATEAUGUAY		23,500			3,136	13	1
CHICOUTIMI		60,600			2,163	4	1
DEUX-MONTAGNES		33,600			4,639	14	1
DRUMMOND		28,700			1,942	7	1
GATINEAU		21,700			1,609	7	1
HULL		58,300			1,774	3	1
HUNTINGDON		6,900			303	4	
IBERVILLE		9,600			810	8	
* ILE-DE-MONTREAL		741,000			129,263	17	41
ILE-JESUS		121,200			25,296	21	8
JOLIETTE		26,500			3,587	14	1
LABELLE		13,400			1,192	9	
LAC-ST-JEAN-EST		16,000			402	3	
LAC-ST-JEAN-OUEST		20,400			414	2	
LAPRAIRIE		44,500			10,397	23	3
L'ASSOMPTION		50,500			9,576	19	3
LEVIS		40,800			430	1	
MASKINONGE		8,000			266	3	

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
MEGANTIC		19,000			506	3	
MISSISQUOI		13,600			1,232	9	
MONTCALM		13,400			1,955	15	1
NAPIERVILLE		5,500			503	9	
NICOLET		12,000			469	4	
PAPINEAU		16,900			597	4	
QUEBEC		188,900			3,935	2	1
RICHELIEU		20,200			3,238	16	1
RICHMOND		14,000			370	3	
RIMOUSKI		25,800			797	3	
ROUVILLE		17,200			3,106	18	1
SAGUENAY		32,500			828	3	
ST-HYACINTHE		23,300			3,182	14	1
ST-JEAN		24,700			4,055	16	1
ST-MAURICE		45,100			3,902	9	1
SHEFFORD		30,800			2,040	7	1
SHERBROOKE		50,400			3,275	6	1
SOULANGES		6,400			745	12	
STANSTEAD		15,800			1,188	8	
TEMISCAMINGUE		20,600			1,124	5	
TERREBONNE		93,600			19,807	21	6
VAUDREUIL		23,500			3,557	15	1
VERCHERES		24,900			6,373	26	2
YAMASKA		5,000			253	5	
ONTARIO							
OTTAWA-CARLETON		250,000			1,856	1	1
TORONTO		811,900			557		
MISCELLANEOUS							
REMAINDER OF CIRCULATION					3,302		1
MONTREAL LA PRESSE (F)	3/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		1,338,100			151,299	11	80
QUEBEC							
MONTREAL			D13				
MONTREAL LA PRESSE (F)	3/91			SUNDAY			
RETAIL TRADING ZONE		150,400			13,023	9	7
TOTAL ZONES		1,488,500			164,322	11	87
CENSUS METROPOLITAN AREA		1,227,400			140,605	11	74
TOTAL PAID CIRCULATION					189,129		
COUNTY CIRCULATION							
QUEBEC							
ABITIBI		35,700			667	2	
ARGENTEUIL		13,500			782	6	
ARTHABASKA		22,700			1,209	5	1
BAGOT		10,600			295	3	
BEAUHARNOIS		21,900			2,108	10	1
BERTHIER		13,500			582	4	
BROME		6,900			508	7	
CHAMBLY		129,500			20,985	16	11
CHAMPLAIN		47,500			1,634	3	1

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
CHATEAUGUAY		23,500			2,077	9	1
CHICOUTIMI		60,600			961	2	1
DEUX-MONTAGNES		33,600			2,732	8	1
DRUMMOND		28,700			1,164	4	1
GATINEAU		21,700			1,272	6	1
HULL		58,300			999	2	1
IBERVILLE		9,600			424	4	
* ILE-DE-MONTREAL		741,000			75,649	10	40
ILE-JESUS		121,200			16,332	13	9
JOLIETTE		26,500			1,989	8	1
LABELLE		13,400			588	4	
LAPRAIRIE		44,500			6,896	15	4
L'ASSOMPTION		50,500			6,447	13	3
LEVIS		40,800			260	1	
MEGANTIC		19,000			276	1	
MISSISQUOI		13,600			626	5	
MONTCALM		13,400			685	5	
NAPIERVILLE		5,500			262	5	
PAPINEAU		16,900			262	2	
QUEBEC		188,900			2,038	1	1
RICHELIEU		20,200			2,367	12	1
RIMOUSKI		25,800			355	1	
ROUVILLE		17,200			2,014	12	1
SAGUENAY		32,500			365	1	
ST-HYACINTHE		23,300			1,979	8	1
ST-JEAN		24,700			2,437	10	1
ST-MAURICE		45,100			2,851	6	2
SHEFFORD		30,800			1,171	4	1
SHERBROOKE		50,400			2,220	4	1
SOULANGES		6,400			421	7	
STANSTEAD		15,800			494	3	
TEMISCAMINGUE		20,600			402	2	
TERREBONNE		93,600			10,462	11	6
VAUDREUIL		23,500			2,230	9	1
VERCHERES		24,900			4,298	17	2
ONTARIO							
OTTAWA-CARLETON		250,000			1,076		1
TORONTO		811,900			261		
MISCELLANEOUS							
REMAINDER OF CIRCULATION					2,619		1
QUEBEC			D17				
LE JOURNAL DE QUEBEC (F)	3/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		242,100			60,539	25	58
RETAIL TRADING ZONE		46,600			9,511	20	9
TOTAL ZONES		288,700			70,050	24	67
CENSUS METROPOLITAN AREA		242,100			60,539	25	58
TOTAL PAID CIRCULATION					103,874		
COUNTY CIRCULATION							
NEW BRUNSWICK							
MADAWASKA		12,500			409	3	
QUEBEC							
BEAUCE		27,300			4,291	16	4

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
BELLECHASSE		7,700			1,202	16	1
BONAVENTURE		13,700			973	7	1
CHARLEVOIX-EST		5,700			933	16	1
CHARLEVOIX-OUEST		4,700			737	16	1
CHICOUTIMI		60,600			5,753	9	6
DORCHESTER		11,000			1,698	15	2
FRONTENAC		9,400			678	7	1
GASPE-EST		12,900			753	6	1
KAMOURASKA		9,500			972	10	1
LAC-ST-JEAN-EST		16,000			2,019	13	2
LAC-ST-JEAN-OUEST		20,400			2,548	12	2
LEVIS		40,800			9,395	23	9
L'ISLET		7,200			648	9	1
LOTBINIERE		10,500			1,198	11	1
MATANE		10,400			844	8	1
MATAPEDIA		7,800			501	6	
MEGANTIC		19,000			2,055	11	2
MONTMAGNY		8,600			1,487	17	1
MONTMORENCY NO. 1		8,500			1,863	22	2
MONTMORENCY NO. 2		2,400			209	9	
PORTNEUF		23,600			4,205	18	4
* QUEBEC		188,900			49,810	26	48
RIMOUSKI		25,800			2,411	9	2
RIVIERE-DU-LOUP		14,300			1,734	12	2
SAGUENAY		32,500			3,541	11	3
TEMISCOUATA		6,400			404	6	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					603		1
LE JOURNAL DE QUEBEC (F)	3/91			SATURDAY			
NEWSPAPER DESIGNATED MARKET		242,100			62,949	26	58
RETAIL TRADING ZONE		46,600			11,182	24	10
TOTAL ZONES		288,700			74,131	26	68
CENSUS METROPOLITAN AREA		242,100			62,949	26	58
TOTAL PAID CIRCULATION					109,353		
COUNTY CIRCULATION							
NEW BRUNSWICK							
MADAWASKA		12,500			442	4	
QUEBEC							
BEAUCE		27,300			4,769	17	4
BELLECHASSE		7,700			1,479	19	1
BONAVENTURE		13,700			1,061	8	1
CHARLEVOIX-EST		5,700			1,026	18	1
CHARLEVOIX-OUEST		4,700			819	17	1
CHICOUTIMI		60,600			4,974	8	5
DORCHESTER		11,000			2,048	19	2
FRONTENAC		9,400			829	9	1
GASPE-EST		12,900			857	7	1
KAMOURASKA		9,500			1,150	12	1
LAC-ST-JEAN-EST		16,000			1,800	11	2
LAC-ST-JEAN-OUEST		20,400			2,276	11	2
LEVIS		40,800			10,520	26	10
L'ISLET		7,200			864	12	1
LOTBINIERE		10,500			1,695	16	2

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
MATANE		10,400			927	9	1
MATAPEDIA		7,800			609	8	1
MEGANTIC		19,000			2,236	12	2
MONTMAGNY		8,600			1,758	20	2
MONTMORENCY NO. 1		8,500			2,231	26	2
MONTMORENCY NO. 2		2,400			271	11	
PORTNEUF		23,600			4,754	20	4
* QUEBEC		188,900			50,732	27	46
RIMOUSKI		25,800			2,495	10	2
RIVIERE-DU-LOUP		14,300			1,968	14	2
SAGUENAY		32,500			3,560	11	3
TEMISCOUATA		6,400			485	8	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					718		1
LE JOURNAL DE QUEBEC (F)	3/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		242,100			55,505	23	57
RETAIL TRADING ZONE		46,600			9,616	21	10
TOTAL ZONES		288,700			65,121	23	67
CENSUS METROPOLITAN AREA		242,100			55,505	23	57
TOTAL PAID CIRCULATION					96,660		
COUNTY CIRCULATION							
NEW BRUNSWICK							
MADAWASKA		12,500			421	3	
QUEBEC							
BEAUCE		27,300			4,593	17	5
BELLECHASSE		7,700			1,224	16	1
BONAVENTURE		13,700			866	6	1
CHARLEVOIX-EST		5,700			910	16	1
CHARLEVOIX-OUEST		4,700			757	16	1
CHICOUTIMI		60,600			4,277	7	4
DORCHESTER		11,000			1,749	16	2
FRONTENAC		9,400			1,016	11	1
GASPE-EST		12,900			782	6	1
KAMOURASKA		9,500			1,026	11	1
LAC-ST-JEAN-EST		16,000			1,603	10	2
LAC-ST-JEAN-OUEST		20,400			1,955	10	2
LEVIS		40,800			9,536	23	10
L'ISLET		7,200			699	10	1
LOTBINIERE		10,500			1,228	12	1
MATANE		10,400			743	7	1
MATAPEDIA		7,800			440	6	
MEGANTIC		19,000			2,340	12	2
MONTMAGNY		8,600			1,549	18	2
MONTMORENCY NO. 1		8,500			1,932	23	2
MONTMORENCY NO. 2		2,400			204	9	
PORTNEUF		23,600			4,311	18	4
* QUEBEC		188,900			44,471	24	46
RIMOUSKI		25,800			2,205	9	2
RIVIERE-DU-LOUP		14,300			1,747	12	2
SAGUENAY		32,500			3,252	10	3
TEMISCOUATA		6,400			397	6	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					427		

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
QUEBEC LE SOLEIL (F)	3/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		226,500			66,559	29	63
RETAIL TRADING ZONE		59,200			13,011	22	12
TOTAL ZONES		285,700			79,570	28	75
CENSUS METROPOLITAN AREA		242,100			65,523	27	62
TOTAL PAID CIRCULATION					106,409		
COUNTY CIRCULATION							
NEW BRUNSWICK							
MADAWASKA		12,500			360	3	
QUEBEC							
BEAUCE		27,300			2,797	10	3
BELLECHASSE		7,700			1,570	20	1
BONAVENTURE		13,700			1,109	8	1
CHARLEVOIX-EST		5,700			953	17	1
CHARLEVOIX-OUEST		4,700			769	16	1
CHICOUTIMI		60,600			542	1	1
DORCHESTER		11,000			1,847	17	2
GASPE-EST		12,900			933	7	1
GASPE-OUEST		5,500			746	14	1
ILE-DE-MONTREAL		741,000			1,011		1
KAMOURASKA		9,500			1,128	12	1
LEVIS		40,800			9,503	23	9
L'ISLET		7,200			1,256	17	1
LOTBINIERE		10,500			2,278	22	2
MATANE		10,400			1,103	11	1
MATAPEDIA		7,800			561	7	1
MEGANTIC		19,000			1,834	10	2
MONTMAGNY		8,600			1,440	17	1
MONTMORENCY NO. 1		8,500			2,174	26	2
MONTMORENCY NO. 2		2,400			757	32	1
PORTNEUF		23,600			4,909	21	5
* QUEBEC		188,900			56,699	30	53
RIMOUSKI		25,800			2,464	10	2
RIVIERE-DU-LOUP		14,300			1,805	13	2
SAGUENAY		32,500			2,862	9	3
TEMISCOUATA		6,400			593	9	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					2,406		2
QUEBEC LE SOLEIL (F)	3/91			SATURDAY			
NEWSPAPER DESIGNATED MARKET		226,500			93,651	41	65
RETAIL TRADING ZONE		59,200			17,215	29	12
TOTAL ZONES		285,700			110,866	39	77
CENSUS METROPOLITAN AREA		242,100			92,048	38	64
TOTAL PAID CIRCULATION					143,394		
COUNTY CIRCULATION							
NEW BRUNSWICK							
MADAWASKA		12,500			461	4	
QUEBEC							
BEAUCE		27,300			3,508	13	2
BELLECHASSE		7,700			1,842	24	1
BONAVENTURE		13,700			1,219	9	1

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
CHARLEVOIX-EST		5,700			1,030	18	1
CHARLEVOIX-OUEST		4,700			861	18	1
CHICOUTIMI		60,600			779	1	1
DORCHESTER		11,000			2,189	20	2
GASPE-EST		12,900			1,027	8	1
GASPE-OUEST		5,500			820	15	1
ILE-DE-MONTREAL		741,000			1,013		1
KAMOURASKA		9,500			1,431	15	1
LAC-ST-JEAN-OUEST		20,400			363	2	
LEVIS		40,800			14,257	35	10
L'ISLET		7,200			1,431	20	1
LOTBINIERE		10,500			2,696	26	2
MATANE		10,400			1,262	12	1
MATAPEDIA		7,800			665	9	
MEGANTIC		19,000			2,216	12	2
MONTMAGNY		8,600			1,691	20	1
MONTMORENCY NO. 1		8,500			2,968	35	2
MONTMORENCY NO. 2		2,400			1,020	43	1
PORTNEUF		23,600			6,673	28	5
* QUEBEC		188,900			79,423	42	55
RIMOUSKI		25,800			3,072	12	2
RIVIERE-DU-LOUP		14,300			2,089	15	1
SAGUENAY		32,500			3,469	11	2
ST-MAURICE		45,100			451	1	
TEMISCOUATA		6,400			690	11	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					2,778		2
QUEBEC LE SOLEIL (F)	3/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		226,500			57,415	25	62
RETAIL TRADING ZONE		59,200			11,312	19	12
TOTAL ZONES		285,700			68,727	24	75
CENSUS METROPOLITAN AREA		242,100			56,435	23	61
TOTAL PAID CIRCULATION					91,963		
COUNTY CIRCULATION							
NEW BRUNSWICK							
MADAWASKA		12,500			373	3	
QUEBEC							
BEAUCE		27,300			2,440	9	3
BELLECHASSE		7,700			1,287	17	1
BONAVENTURE		13,700			988	7	1
CHARLEVOIX-EST		5,700			844	15	1
CHARLEVOIX-OUEST		4,700			696	15	1
CHICOUTIMI		60,600			427	1	
DORCHESTER		11,000			1,426	13	2
GASPE-EST		12,900			793	6	1
GASPE-OUEST		5,500			645	12	1
ILE-DE-MONTREAL		741,000			622		1
KAMOURASKA		9,500			1,056	11	1
LEVIS		40,800			8,494	21	9
L'ISLET		7,200			1,130	16	1
LOTBINIERE		10,500			1,908	18	2
MATANE		10,400			974	9	1
MATAPEDIA		7,800			480	6	1

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
MEGANTIC		19,000			1,530	8	2
MONTMAGNY		8,600			1,262	15	1
MONTMORENCY NO. 1		8,500			2,000	24	2
MONTMORENCY NO. 2		2,400			625	26	1
PORTNEUF		23,600			4,365	18	5
• QUEBEC		188,900			48,716	26	53
RIMOUSKI		25,800			2,236	9	2
RIVIERE-DU-LOUP		14,300			1,573	11	2
SAGUENAY		32,500			2,693	8	3
ST-MAURICE		45,100			255	1	
TEMISCOUATA		6,400			530	8	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					1,595		2
SHERBROOKE			R15				
SHERBROOKE RECORD	3/91			MORN (M-F)			
CITY ZONE		46,400			1,725	4	29
RETAIL TRADING ZONE		70,400			2,901	4	48
TOTAL ZONES		116,800			4,626	4	77
CENSUS METROPOLITAN AREA		53,800			1,725	3	29
TOTAL PAID CIRCULATION					5,990		
COUNTY CIRCULATION							
QUEBEC							
BROME		6,900			962	14	16
COMPTON		7,400			532	7	9
MISSISQUOI		13,600			441	3	7
RICHMOND		14,000			540	4	9
• SHERBROOKE		50,400			1,725	3	29
STANSTEAD		15,800			1,092	7	18
MISCELLANEOUS							
REMAINDER OF CIRCULATION					698		12
SHERBROOKE LA TRIBUNE (F)	3/91			MORN (M-F)			
CITY ZONE		46,400			19,945	43	53
RETAIL TRADING ZONE		70,400			13,780	20	37
TOTAL ZONES		116,800			33,725	29	90
CENSUS METROPOLITAN AREA		53,800			19,945	37	53
TOTAL PAID CIRCULATION					37,450		
COUNTY CIRCULATION							
QUEBEC							
ARTHABASKA		22,700			948	4	3
COMPTON		7,400			2,090	28	6
DRUMMOND		28,700			1,858	6	5
FRONTENAC		9,400			1,009	11	3
MEGANTIC		19,000			576	3	2
RICHMOND		14,000			4,555	33	12
SHEFFORD		30,800			505	2	1
• SHERBROOKE		50,400			19,945	40	53
STANSTEAD		15,800			3,988	25	11
WOLFE		5,200			1,451	28	4
MISCELLANEOUS							

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
REMAINDER OF CIRCULATION					525		1
SHERBROOKE LA TRIBUNE (F)	3/91			SATURDAY			
CITY ZONE		46,400			24,968	54	56
RETAIL TRADING ZONE		70,400			15,845	23	36
TOTAL ZONES		116,800			40,813	35	91
CENSUS METROPOLITAN AREA		53,800			24,968	46	56
TOTAL PAID CIRCULATION					44,630		
COUNTY CIRCULATION							
QUEBEC							
ARTHABASKA		22,700			859	4	2
COMPTON		7,400			2,397	32	5
DRUMMOND		28,700			1,890	7	4
FRONTENAC		9,400			1,108	12	2
MEGANTIC		19,000			588	3	1
RICHMOND		14,000			5,230	37	12
SHEFFORD		30,800			600	2	1
* SHERBROOKE		50,400			24,968	50	56
STANSTEAD		15,800			4,838	31	11
WOLFE		5,200			1,544	30	3
MISCELLANEOUS							
REMAINDER OF CIRCULATION					608		1
TROIS RIVIERES			M13				
TROIS RIVIERES LE NOUVELLISTE (F)	3/91			MORN (M-S)			
NEWSPAPER DESIGNATED MARKET		85,400			41,744	49	77
TOTAL ZONES		85,400			41,744	49	77
CENSUS METROPOLITAN AREA		53,500			24,207	45	45
TOTAL PAID CIRCULATION					54,141		
COUNTY CIRCULATION							
QUEBEC							
ARTHABASKA		22,700			422	2	1
CHAMPLAIN		47,500			22,970	48	42
MASKINONGE		8,000			2,285	29	4
NICOLET		12,000			4,649	39	9
PORTNEUF		23,600			261	1	
* ST-MAURICE		45,100			22,336	50	41
YAMASKA		5,000			428	9	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					790		1
ONTARIO							
BARRIE			M19				
BARRIE EXAMINER	3/91			EVE (M-S)			
CITY ZONE		22,800			10,123	44	69
RETAIL TRADING ZONE		21,900			4,365	20	30
TOTAL ZONES		44,700			14,488	32	99
TOTAL PAID CIRCULATION					14,620		

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
COUNTY CIRCULATION							
ONTARIO							
• SIMCOE		103,700			14,488	14	99
MISCELLANEOUS							
REMAINDER OF CIRCULATION					132		1
BELLEVILLE			O25				
BELLEVILLE INTELLIGENCER	3/91			EVE (M-S)			
CITY ZONE		14,800			11,148	75	59
RETAIL TRADING ZONE		34,900			7,380	21	39
TOTAL ZONES		49,700			18,528	37	98
TOTAL PAID CIRCULATION					18,816		
COUNTY CIRCULATION							
ONTARIO							
• HASTINGS		44,000			17,432	40	93
PRINCE EDWARD		9,100			1,158	13	6
MISCELLANEOUS							
REMAINDER OF CIRCULATION					226		1
BRANTFORD			R16				
BRANTFORD EXPOSITOR	12/91			EVE (M-S)			
CITY ZONE		31,000			20,544	66	67
RETAIL TRADING ZONE		40,400			9,661	24	32
TOTAL ZONES		71,400			30,205	42	99
TOTAL PAID CIRCULATION					30,617		
COUNTY CIRCULATION							
ONTARIO							
• BRANT		41,900			27,186	65	89
HALDIMAND-NORFOLK		35,700			2,705	8	9
OXFORD		33,800			470	1	2
MISCELLANEOUS							
REMAINDER OF CIRCULATION					256		1
BROCKVILLE			N29				
BROCKVILLE RECORDER AND TIMES	3/91			EVE (M-S)			
CITY ZONE		9,800			7,454	76	45
RETAIL TRADING ZONE		23,500			8,552	36	51
TOTAL ZONES		33,300			16,006	48	96
TOTAL PAID CIRCULATION					16,690		
COUNTY CIRCULATION							
ONTARIO							
• LEEDS & GRENVILLE		32,700			16,037	49	96
STOR. , DUN. & GLEN.		39,500			326	1	2
MISCELLANEOUS							
REMAINDER OF CIRCULATION					327		2
CAMBRIDGE			K2				
CAMBRIDGE REPORTER	12/91			EVE (M-S)			

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
CITY ZONE		30,600			12,232	40	91
RETAIL TRADING ZONE		1,800			917	51	7
TOTAL ZONES		32,400			13,149	41	98
CENSUS METROPOLITAN AREA		129,600			13,125	10	98
TOTAL PAID CIRCULATION					13,393		
COUNTY CIRCULATION							
ONTARIO							
* WATERLOO		136,600			13,125	10	98
MISCELLANEOUS							
REMAINDER OF CIRCULATION					268		2
CHATHAM			T11				
CHATHAM DAILY NEWS	12/91			EVE (M-S)			
CITY ZONE		16,500			10,412	63	65
RETAIL TRADING ZONE		13,600			3,937	29	25
TOTAL ZONES		30,100			14,349	48	90
TOTAL PAID CIRCULATION					15,986		
COUNTY CIRCULATION							
ONTARIO							
* KENT		39,800			15,918	40	100
MISCELLANEOUS							
REMAINDER OF CIRCULATION					68		
COBOURG			P23				
COBOURG DAILY STAR	6/91			EVE (M-F)			
CITY ZONE		5,600			3,726	67	65
RETAIL TRADING ZONE		6,700			1,846	28	32
TOTAL ZONES		12,300			5,572	45	97
TOTAL PAID CIRCULATION					5,753		
COUNTY CIRCULATION							
ONTARIO							
* NORTHUMBERLAND		28,000			5,670	20	99
MISCELLANEOUS							
REMAINDER OF CIRCULATION					83		1
CORNWALL			L32				
CORNWALL STANDARD-FREEHOLDER	9/91			EVE (M-S)			
CITY ZONE		17,300			12,955	75	72
RETAIL TRADING ZONE		6,200			3,549	57	20
TOTAL ZONES		23,500			16,504	70	92
TOTAL PAID CIRCULATION					18,027		
COUNTY CIRCULATION							
ONTARIO							
* STOR. , DUN. & GLEN.		39,500			17,771	45	99
MISCELLANEOUS							
REMAINDER OF CIRCULATION					256		1

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
GUELPH			Q17				
GUELPH DAILY MERCURY	12/91			EVE (M-S)			
CITY ZONE		33,500			15,218	45	83
RETAIL TRADING ZONE		10,000			2,580	26	14
TOTAL ZONES		43,500			17,798	41	97
TOTAL PAID CIRCULATION					18,359		
COUNTY CIRCULATION							
ONTARIO							
• WELLINGTON		56,000			18,118	32	99
MISCELLANEOUS							
REMAINDER OF CIRCULATION					241		1
HAMILTON			N 5				
BURLINGTON SPECTATOR	12/91			EVE (M-S)			
NEWSPAPER DESIGNATED MARKET		220,700			20,528	9	93
TOTAL ZONES		220,700			20,528	9	93
CENSUS METROPOLITAN AREA		220,700			20,528	9	93
TOTAL PAID CIRCULATION					22,146		
COUNTY CIRCULATION							
ONTARIO							
• HALTON		108,200			21,946	20	99
MISCELLANEOUS							
REMAINDER OF CIRCULATION					200		1
HAMILTON SPECTATOR	12/91			EVE (M-S)			
NEWSPAPER DESIGNATED MARKET		220,700			101,062	46	89
TOTAL ZONES		220,700			101,062	46	89
CENSUS METROPOLITAN AREA		220,700			101,062	46	89
TOTAL PAID CIRCULATION					113,116		
COUNTY CIRCULATION							
ONTARIO							
BRANT		41,900			1,013	2	1
HALDIMAND-NORFOLK		35,700			7,362	21	7
• HAMILTON-WENTWORTH		167,800			97,744	58	86
NIAGARA		147,700			6,441	4	6
MISCELLANEOUS							
REMAINDER OF CIRCULATION					556		
KENORA			C 4				
KENORA DAILY MINER AND NEWS	9/91			EVE (M-F)			
CITY ZONE		4,700			3,689	78	73
RETAIL TRADING ZONE		4,000			1,117	28	22
TOTAL ZONES		8,700			4,806	55	96
TOTAL PAID CIRCULATION					5,022		
COUNTY CIRCULATION							
ONTARIO							

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
* KENORA		21,100			4,806	23	96
MISCELLANEOUS							
REMAINDER OF CIRCULATION					216		4
KINGSTON			O27				
KINGSTON WHIG-STANDARD	12/91			EVE (M-S)			
CITY ZONE		27,000			15,870	59	46
BALANCE IN NEWSPAPER DESIGNATED MARKET		27,600			15,124	55	4
BALANCE IN RETAIL TRADING ZONE		10,600			2,488	23	7
TOTAL ZONES		65,200			33,482	51	97
TOTAL PAID CIRCULATION					34,550		
COUNTY CIRCULATION							
ONTARIO							
* FRONTENAC		46,900			25,922	55	75
HASTINGS		44,000			395	1	1
LEEDS & GRENVILLE		32,700			2,402	7	7
LENNOX & ADDINGTON		12,800			5,101	40	15
PRINCE EDWARD		9,100			463	5	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					267		1
KIRKLAND LAKE			F 7				
KIRKLAND LAKE NORTHERN DAILY NEWS	3/91			EVE (M-S)			
CITY ZONE		4,700			3,192	68	55
RETAIL TRADING ZONE		9,200			2,437	26	42
TOTAL ZONES		13,900			5,629	40	97
TOTAL PAID CIRCULATION					5,801		
COUNTY CIRCULATION							
ONTARIO							
* TIMISKAMING		14,900			5,629	38	97
MISCELLANEOUS							
REMAINDER OF CIRCULATION					172		3
KITCHENER-WATERLOO			K2				
KITCHENER-WATERLOO RECORD	12/91			EVE (M-S)			
CITY ZONE		90,500			49,041	54	65
RETAIL TRADING ZONE		45,800			16,561	36	22
TOTAL ZONES		136,300			65,602	48	88
CENSUS METROPOLITAN AREA		129,600			59,945	46	80
TOTAL PAID CIRCULATION					74,956		
COUNTY CIRCULATION							
ONTARIO							
BRUCE		23,200			1,180	5	2
GREY		29,900			698	2	1
HURON		21,100			771	4	1
OXFORD		33,800			1,086	3	1
PERTH		25,900			2,300	9	3

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
• WATERLOO		136,600			63,116	46	84
WELLINGTON		56,000			5,587	10	7
MISCELLANEOUS							
REMAINDER OF CIRCULATION					218		
KITCHENER-WATERLOO RECORD	12/91			SATURDAY			
CITY ZONE		90,500			57,387	63	65
RETAIL TRADING ZONE		45,800			18,714	41	21
TOTAL ZONES		136,300			76,101	56	87
CENSUS METROPOLITAN AREA		129,600			69,004	53	79
TOTAL PAID CIRCULATION					87,761		
COUNTY CIRCULATION							
ONTARIO							
BRUCE		23,200			1,287	6	1
GREY		29,900			845	3	1
HURON		21,100			927	4	1
OXFORD		33,800			1,204	4	1
PERTH		25,900			2,824	11	3
• WATERLOO		136,600			73,523	54	84
WELLINGTON		56,000			6,906	12	8
MISCELLANEOUS							
REMAINDER OF CIRCULATION					245		
LINDSAY			N22				
LINDSAY DAILY POST	3/91			EVE (M-F)			
CITY ZONE		7,200			4,991	69	53
RETAIL TRADING ZONE		12,400			3,524	28	37
TOTAL ZONES		19,600			8,515	43	90
TOTAL PAID CIRCULATION					9,497		
COUNTY CIRCULATION							
ONTARIO							
DURHAM		138,300			589		6
• VICTORIA		24,200			8,572	35	90
MISCELLANEOUS							
REMAINDER OF CIRCULATION					336		4
LONDON			R14				
LONDON FREE PRESS	9/91			MORN (M-S)			
CITY ZONE		120,200			61,766	51	53
BALANCE IN NEWSPAPER DESIGNATED MARKET		48,700			19,001	39	1
TOTAL ZONES		168,900			80,767	48	69
CENSUS METROPOLITAN AREA		146,800			71,919	49	61
TOTAL PAID CIRCULATION					117,560		
COUNTY CIRCULATION							
ONTARIO							
BRUCE		23,200			694	3	1
ELGIN		27,300			8,341	31	7
HALDIMAND-NORFOLK		35,700			524	1	

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
HURON		21,100			5,775	27	5
KENT		39,800			7,713	19	7
LAMBTON		47,500			10,908	23	9
* MIDDLESEX		141,600			72,426	51	62
OXFORD		33,800			8,761	26	7
PERTH		25,900			2,042	8	2
MISCELLANEOUS							
REMAINDER OF CIRCULATION					376		
LONDON FREE PRESS	9/91			SATURDAY			
CITY ZONE		120,200			68,088	57	52
BALANCE IN NEWSPAPER DESIGNATED MARKET		48,700			21,125	43	1
TOTAL ZONES		168,900			89,213	53	69
CENSUS METROPOLITAN AREA		146,800			79,350	54	61
TOTAL PAID CIRCULATION					129,707		
COUNTY CIRCULATION							
NIAGARA FALLS			P 9				
NIAGARA FALLS REVIEW	12/91			EVE (M-S)			
CITY ZONE		27,600			18,381	67	84
RETAIL TRADING ZONE		9,600			3,278	34	15
TOTAL ZONES		37,200			21,659	58	99
CENSUS METROPOLITAN AREA		137,200			18,777	14	86
TOTAL PAID CIRCULATION					21,955		
COUNTY CIRCULATION							
ONTARIO							
* NIAGARA		147,700			21,873	15	100
MISCELLANEOUS							
REMAINDER OF CIRCULATION					82		
NORTH BAY			F21				
NORTH BAY NUGGET	3/91			EVE (M-S)			
CITY ZONE		21,900			14,787	68	62
RETAIL TRADING ZONE		22,300			7,619	34	32
TOTAL ZONES		44,200			22,406	51	94
TOTAL PAID CIRCULATION					23,777		
COUNTY CIRCULATION							
QUEBEC							
TEMISCAMINGUE		20,600			561	3	2
ONTARIO							
* NIPISSING		31,000			18,964	61	80
PARRY SOUND		14,700			2,881	20	12
TIMISKAMING		14,900			1,002	7	4
MISCELLANEOUS							
REMAINDER OF CIRCULATION					369		2

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
ORILLIA			M19				
ORILLIA PACKET & TIMES	6/91			EVE (M-S)			
CITY ZONE		10,300			7,279	71	66
RETAIL TRADING ZONE		8,200			3,302	40	30
TOTAL ZONES		18,500			10,581	57	96
TOTAL PAID CIRCULATION					11,007		
COUNTY CIRCULATION							
ONTARIO							
* SIMCOE		103,700			10,672	10	97
MISCELLANEOUS							
REMAINDER OF CIRCULATION					335		3
OSHAWA			K10				
OSHAWA TIMES	12/91			EVE (M-S)			
CITY ZONE		50,500			14,849	29	72
RETAIL TRADING ZONE		33,900			5,599	17	27
TOTAL ZONES		84,400			20,448	24	99
CENSUS METROPOLITAN AREA		83,500			17,835	21	86
TOTAL PAID CIRCULATION					20,742		
COUNTY CIRCULATION							
ONTARIO							
* DURHAM		138,300			20,677	15	100
MISCELLANEOUS							
REMAINDER OF CIRCULATION					65		
OTTAWA			S31				
OTTAWA CITIZEN	3/91			ALL DAY (M-F)			
NEWSPAPER DESIGNATED MARKET		356,800			143,327	40	80
TOTAL ZONES		356,800			143,327	40	80
CENSUS METROPOLITAN AREA		335,600			141,021	42	79
TOTAL PAID CIRCULATION					178,616		
COUNTY CIRCULATION							
QUEBEC							
GATINEAU		21,700			4,174	19	2
HULL		58,300			6,208	11	3
ILE-DE-MONTREAL		741,000			420		
PAPINEAU		16,900			784	5	
PONTIAC		7,500			1,448	19	1
ONTARIO							
FRONTENAC		46,900			438	1	
LANARK		19,600			8,204	42	5
LEEDS & GRENVILLE		32,700			3,681	11	2
* OTTAWA-CARLETON		250,000			131,112	52	73
PRESCOTT & RUSSELL		22,100			4,683	21	3
RENFREW		33,500			9,867	29	6
STOR. , DUN. & GLEN.		39,500			6,662	17	4
TORONTO		811,900			358		

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
MISCELLANEOUS							
REMAINDER OF CIRCULATION					577		
OTTAWA CITIZEN	3/91			SATURDAY			
NEWSPAPER DESIGNATED MARKET		356,800			185,484	52	79
TOTAL ZONES		356,800			185,484	52	79
CENSUS METROPOLITAN AREA		335,600			182,000	54	78
TOTAL PAID CIRCULATION					234,774		
COUNTY CIRCULATION							
QUEBEC							
GATINEAU		21,700			6,662	31	3
HULL		58,300			8,405	14	4
ILE-DE-MONTREAL		741,000			1,307		1
PAPINEAU		16,900			1,217	7	1
PONTIAC		7,500			2,192	29	1
ONTARIO							
FRONTENAC		46,900			682	1	
LANARK		19,600			10,878	56	5
LEEDS & GRENVILLE		32,700			5,460	17	2
• OTTAWA-CARLETON		250,000			167,843	67	71
PRESCOTT & RUSSELL		22,100			6,399	29	3
RENFREW		33,500			13,711	41	6
STOR. , DUN. & GLEN.		39,500			8,221	21	4
TORONTO		811,900			472		
MISCELLANEOUS							
REMAINDER OF CIRCULATION					1,325		1
OTTAWA CITIZEN	3/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		356,800			125,551	35	79
TOTAL ZONES		356,800			125,551	35	79
CENSUS METROPOLITAN AREA		335,600			123,260	37	77
TOTAL PAID CIRCULATION					159,279		
COUNTY CIRCULATION							
QUEBEC							
GATINEAU		21,700			4,201	19	3
HULL		58,300			4,797	8	3
ILE-DE-MONTREAL		741,000			323		
PAPINEAU		16,900			762	5	
PONTIAC		7,500			1,441	19	1
ONTARIO							
FRONTENAC		46,900			326	1	
LANARK		19,600			7,917	40	5
LEEDS & GRENVILLE		32,700			3,494	11	2
• OTTAWA-CARLETON		250,000			114,759	46	72
PRESCOTT & RUSSELL		22,100			4,589	21	3
RENFREW		33,500			9,551	29	6
STOR. , DUN. & GLEN.		39,500			6,454	16	4
MISCELLANEOUS							
REMAINDER OF CIRCULATION					665		
OTTAWA LE DROIT	3/91			ALL DAY (M-F)			

•Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
NEWSPAPER DESIGNATED MARKET		289,600			28,807	10	82
TOTAL ZONES		289,600			28,807	10	82
CENSUS METROPOLITAN AREA		335,600			25,521	8	73
TOTAL PAID CIRCULATION					34,927		
COUNTY CIRCULATION							
QUEBEC							
GATINEAU		21,700			3,834	18	11
HULL		58,300			16,743	29	48
PAPINEAU		16,900			3,675	22	11
PONTIAC		7,500			469	6	1
ONTARIO							
* OTTAWA-CARLETON		250,000			6,377	3	18
PRESCOTT & RUSSELL		22,100			3,031	14	9
MISCELLANEOUS							
REMAINDER OF CIRCULATION					798		2
OTTAWA LE DROIT	3/91			SATURDAY			
NEWSPAPER DESIGNATED MARKET		289,600			33,991	12	83
TOTAL ZONES		289,600			33,991	12	83
CENSUS METROPOLITAN AREA		335,600			30,174	9	73
TOTAL PAID CIRCULATION					41,062		
COUNTY CIRCULATION							
QUEBEC							
GATINEAU		21,700			4,826	22	12
HULL		58,300			20,509	35	50
PAPINEAU		16,900			4,287	25	10
PONTIAC		7,500			578	8	1
ONTARIO							
* OTTAWA-CARLETON		250,000			6,581	3	16
PRESCOTT & RUSSELL		22,100			3,333	15	8
MISCELLANEOUS							
REMAINDER OF CIRCULATION					948		2
OTTAWA SUN	3/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		244,700			32,519	13	86
TOTAL ZONES		244,700			32,519	13	86
CENSUS METROPOLITAN AREA		335,600			33,431	10	88
TOTAL PAID CIRCULATION					38,016		
COUNTY CIRCULATION							
QUEBEC							
GATINEAU		21,700			390	2	1
HULL		58,300			1,093	2	3
ONTARIO							
FRONTENAC		46,900			438	1	1
LANARK		19,600			510	3	1
LEEDS & GRENVILLE		32,700			527	2	1
* OTTAWA-CARLETON		250,000			33,431	13	88
RENFREW		33,500			843	3	2
STOR. , DUN. & GLEN.		39,500			547	1	1
MISCELLANEOUS							

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
REMAINDER OF CIRCULATION					237		1
OTTAWA SUN	3/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		244,700			33,340	14	80
TOTAL ZONES		244,700			33,340	14	80
CENSUS METROPOLITAN AREA		335,600			34,707	10	83
TOTAL PAID CIRCULATION					41,576		
COUNTY CIRCULATION							
QUEBEC							
GATINEAU		21,700			631	3	2
HULL		58,300			1,118	2	3
ONTARIO							
FRONTENAC		46,900			661	1	2
LANARK		19,600			863	4	2
LEEDS & GRENVILLE		32,700			871	3	2
* OTTAWA-CARLETON		250,000			34,707	14	83
PRESCOTT & RUSSELL		22,100			297	1	1
RENFREW		33,500			1,425	4	3
STOR. , DUN. & GLEN.		39,500			867	2	2
MISCELLANEOUS							
REMAINDER OF CIRCULATION					136		
OWEN SOUND			L16				
OWEN SOUND SUN TIMES	3/91			EVE (M-S)			
CITY ZONE		8,800			7,528	86	31
RETAIL TRADING ZONE		37,400			14,988	40	63
TOTAL ZONES		46,200			22,516	49	94
TOTAL PAID CIRCULATION					23,958		
COUNTY CIRCULATION							
ONTARIO							
BRUCE		23,200			8,322	36	35
* GREY		29,900			15,238	51	64
MISCELLANEOUS							
REMAINDER OF CIRCULATION					398		2
PEMBROKE			I26				
PEMBROKE OBSERVER	9/91			EVE (M-S)			
CITY ZONE		6,100			4,149	68	55
RETAIL TRADING ZONE		11,600			3,333	29	44
TOTAL ZONES		17,700			7,482	42	99
TOTAL PAID CIRCULATION					7,572		
COUNTY CIRCULATION							
ONTARIO							
* RENFREW		33,500			7,325	22	97
MISCELLANEOUS							
REMAINDER OF CIRCULATION					247		3
PETERBOROUGH			O22				
PETERBOROUGH EXAMINER	12/91			EVE (M-S)			

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
CITY ZONE		25,900			17,552	68	68
RETAIL TRADING ZONE		25,000			7,826	31	30
TOTAL ZONES		50,900			25,378	50	98
TOTAL PAID CIRCULATION					25,940		
ONTARIO							
PETERBOROUGH			O22				
PETERBOROUGH EXAMINER	12/91			EVE (M-S)			
COUNTY CIRCULATION							
ONTARIO							
NORTHUMBERLAND		28,000			1,126	4	4
• PETERBOROUGH		43,800			23,804	54	92
VICTORIA		24,200			794	3	3
MISCELLANEOUS							
REMAINDER OF CIRCULATION					216		1
PETERBOROUGH EXAMINER	12/91			SUNDAY			
CITY ZONE		25,900			15,703	61	68
RETAIL TRADING ZONE		25,000			7,045	28	30
TOTAL ZONES		50,900			22,748	45	98
TOTAL PAID CIRCULATION					23,218		
COUNTY CIRCULATION							
ONTARIO							
NORTHUMBERLAND		28,000			964	3	4
• PETERBOROUGH		43,800			21,336	49	92
VICTORIA		24,200			719	3	3
MISCELLANEOUS							
REMAINDER OF CIRCULATION					199		1
PORT HOPE			P22				
PORT HOPE EVENING GUIDE	6/91			EVE (M-F)			
CITY ZONE		4,600			2,880	63	85
RETAIL TRADING ZONE		1,600			379	24	11
TOTAL ZONES		6,200			3,259	53	96
TOTAL PAID CIRCULATION					3,399		
COUNTY CIRCULATION							
ONTARIO							
• NORTHUMBERLAND		28,000			3,259	12	96
MISCELLANEOUS							
REMAINDER OF CIRCULATION					140		4
ST. CATHARINES			O 8				
ST. CATHARINES STANDARD	12/91			EVE (M-S)			

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
CITY ZONE		53,600			32,888	61	80
RETAIL TRADING ZONE		18,400			6,256	34	15
TOTAL ZONES		72,000			39,144	54	95
CENSUS METROPOLITAN AREA		137,200			39,158	29	95
TOTAL PAID CIRCULATION					41,354		
COUNTY CIRCULATION							
ONTARIO							
* NIAGARA		147,700			41,294	28	100
MISCELLANEOUS							
REMAINDER OF CIRCULATION					60		
ST. CATHARINES STANDARD	12/91			SATURDAY			
CITY ZONE		53,600			37,911	71	78
RETAIL TRADING ZONE		18,400			7,302	40	15
TOTAL ZONES		72,000			45,213	63	93
TOTAL PAID CIRCULATION					48,409		
COUNTY CIRCULATION							
ST. THOMAS			**S13**				
ST. THOMAS TIMES-JOURNAL	12/91			EVE (M-S)			
CITY ZONE		11,800			6,908	59	72
RETAIL TRADING ZONE		8,500			2,482	29	26
TOTAL ZONES		20,300			9,390	46	97
CENSUS METROPOLITAN AREA		146,800			7,891	5	82
TOTAL PAID CIRCULATION					9,636		
COUNTY CIRCULATION							
ONTARIO							
* ELGIN		27,300			9,578	35	99
MISCELLANEOUS							
REMAINDER OF CIRCULATION					58		1
SARNIA			**R10**				
SARNIA OBSERVER	9/91			EVE (M-S)			
CITY ZONE		30,700			19,289	63	83
RETAIL TRADING ZONE		11,100			3,675	33	16
TOTAL ZONES		41,800			22,964	55	98
TOTAL PAID CIRCULATION					23,338		
COUNTY CIRCULATION							
ONTARIO							
* LAMBTON		47,500			23,294	49	100
MISCELLANEOUS							
REMAINDER OF CIRCULATION					44		
SAULT STE. MARIE			**D 8**				
SAULT STE. MARIE SAULT STAR	3/91			EVE (M-S)			

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
CITY ZONE		29,900			21,700	73	82
RETAIL TRADING ZONE		6,100			4,445	73	17
TOTAL ZONES		36,000			26,145	73	98
TOTAL PAID CIRCULATION					26,554		
COUNTY CIRCULATION							
ONTARIO							
* ALGOMA		46,400			26,267	57	99
MISCELLANEOUS							
REMAINDER OF CIRCULATION					287		1
SIMCOE			S16				
SIMCOE REFORMER	3/91			EVE (M-F)			
CITY ZONE		5,900			4,407	75	42
RETAIL TRADING ZONE		17,800			5,808	33	56
TOTAL ZONES		23,700			10,215	43	98
TOTAL PAID CIRCULATION					10,439		
COUNTY CIRCULATION							
ONTARIO							
* HALDIMAND-NORFOLK		35,700			10,336	29	99
MISCELLANEOUS							
REMAINDER OF CIRCULATION					103		1
STRATFORD			Q15				
STRATFORD BEACON-HERALD	12/91			EVE (M-S)			
CITY ZONE		11,100			8,173	74	61
RETAIL TRADING ZONE		12,100			4,759	39	36
TOTAL ZONES		23,200			12,932	56	97
TOTAL PAID CIRCULATION					13,378		
COUNTY CIRCULATION							
ONTARIO							
OXFORD		33,800			620	2	5
* PERTH		25,900			12,428	48	93
MISCELLANEOUS							
REMAINDER OF CIRCULATION					330		2
SUDBURY			E17				
SUDBURY STAR	3/91			EVE (M-S)			
CITY ZONE		34,400			16,741	49	58
RETAIL TRADING ZONE		34,400			11,296	33	39
TOTAL ZONES		68,800			28,037	41	97
CENSUS METROPOLITAN AREA		57,000			25,083	44	87
TOTAL PAID CIRCULATION					28,793		
COUNTY CIRCULATION							
ONTARIO							
ALGOMA		46,400			595	1	2
MANITOULIN		3,900			650	17	2
* SUDBURY RM		59,100			25,906	44	90

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
SUDBURY DISTRICT		8,600			1,481	17	5
MISCELLANEOUS							
REMAINDER OF CIRCULATION					161		1
THUNDER BAY			F 4				
THUNDER BAY TIMES-NEWS, CHRONICLE-JOURNAL	6/91			MORN/EVE (M-F)			
CITY ZONE		42,100			31,403	75	82
RETAIL TRADING ZONE		16,600			5,144	31	13
TOTAL ZONES		58,700			36,547	62	95
CENSUS METROPOLITAN AREA		45,600			31,422	69	82
TOTAL PAID CIRCULATION					38,276		
COUNTY CIRCULATION							
ONTARIO							
KENORA		21,100			1,081	5	3
RAINY RIVER		8,200			987	12	3
* THUNDER BAY		57,200			35,906	63	94
MISCELLANEOUS							
REMAINDER OF CIRCULATION					302		1
THUNDER BAY TIMES-NEWS, CHRONICLE-JOURNAL	6/91			SUNDAY			
CITY ZONE		42,100			28,211	67	82
RETAIL TRADING ZONE		16,600			4,700	28	14
TOTAL ZONES		58,700			32,911	56	95
CENSUS METROPOLITAN AREA		45,600			28,236	62	82
TOTAL PAID CIRCULATION					34,530		
COUNTY CIRCULATION							
ONTARIO							
KENORA		21,100			951	5	3
RAINY RIVER		8,200			903	11	3
* THUNDER BAY		57,200			32,344	57	94
MISCELLANEOUS							
REMAINDER OF CIRCULATION					332		1
TIMMINS			F 6				
TIMMINS DAILY PRESS	3/91			EVE (M-S)			
CITY ZONE		11,800			7,897	67	63
RETAIL TRADING ZONE		5,600			2,250	40	18
TOTAL ZONES		17,400			10,147	58	81
TOTAL PAID CIRCULATION					12,571		
COUNTY CIRCULATION							
ONTARIO							
* COCHRANE		33,900			12,401	37	99
MISCELLANEOUS							
REMAINDER OF CIRCULATION					170		1
TORONTO			K 8				
TORONTO STAR	9/91			ALL DAY (M-F)			

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
NEWSPAPER DESIGNATED MARKET		1,427,200			401,613	28	79
TOTAL ZONES		1,427,200			401,613	28	79
CENSUS METROPOLITAN AREA		1,310,600			373,628	29	73
TOTAL PAID CIRCULATION					510,136		
COUNTY CIRCULATION							
QUEBEC							
ILE-DE-MONTREAL		741,000			343		
ONTARIO							
ALGOMA		46,400			1,730	4	
BRANT		41,900			2,514	6	
BRUCE		23,200			2,754	12	1
COCHRANE		33,900			925	3	
DUFFERIN		13,200			1,880	14	
DURHAM		138,300			25,397	18	5
ELGIN		27,300			466	2	
FRONTENAC		46,900			3,279	7	1
GREY		29,900			2,581	9	1
HALDIMAND-NORFOLK		35,700			2,115	6	
HALIBURTON		5,400			1,107	21	
HALTON		108,200			20,177	19	4
HAMILTON-WENTWORTH		167,800			6,107	4	1
HASTINGS		44,000			5,707	13	1
HURON		21,100			935	4	
KENT		39,800			633	2	
LAMBTON		47,500			523	1	
LANARK		19,600			334	2	
LEEDS & GRENVILLE		32,700			889	3	
LENNOX & ADDINGTON		12,800			788	6	
MANITOULIN		3,900			224	6	
MIDDLESEX		141,600			4,030	3	1
MUSKOKA		18,600			4,211	23	1
NIAGARA		147,700			11,365	8	2
NIPISSING		31,000			2,332	8	
NORTHUMBERLAND		28,000			3,799	14	1
OTTAWA-CARLETON		250,000			2,430	1	
OXFORD		33,800			999	3	
PARRY SOUND		14,700			2,391	16	
PEEL		224,500			60,376	27	12
PERTH		25,900			1,214	5	
PETERBOROUGH		43,800			4,378	10	1
PRINCE EDWARD		9,100			874	10	
RENFREW		33,500			731	2	
SIMCOE		103,700			14,434	14	3
STOR. , DUN. & GLEN.		39,500			361	1	
SUDBURY RM		59,100			4,029	7	1
TIMISKAMING		14,900			434	3	
• TORONTO		811,900			251,047	31	49
VICTORIA		24,200			4,146	17	1
WATERLOO		136,600			4,004	3	1
WELLINGTON		56,000			4,019	7	1
YORK		151,500			46,548	31	9
MISCELLANEOUS							
REMAINDER OF CIRCULATION					576		

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
TORONTO STAR	9/91			SATURDAY			
NEWSPAPER DESIGNATED MARKET		1,427,200			571,516	40	75
TOTAL ZONES		1,427,200			571,516	40	75
CENSUS METROPOLITAN AREA		1,310,600			541,815	41	71
TOTAL PAID CIRCULATION					758,062		
COUNTY CIRCULATION							
QUEBEC							
ILE-DE-MONTREAL		741,000			1,239		
QUEBEC		188,900			266		
ONTARIO							
ALGOMA		46,400			2,199	5	
BRANT		41,900			3,658	9	
BRUCE		23,200			5,056	22	1
COCHRANE		33,900			1,356	4	
DUFFERIN		13,200			4,181	32	1
DURHAM		138,300			43,681	32	6
ELGIN		27,300			472	2	
ESSEX		119,900			1,273	1	
FRONTENAC		46,900			4,191	9	1
GREY		29,900			5,301	18	1
HALDIMAND-NORFOLK		35,700			3,434	10	
HALIBURTON		5,400			2,720	50	
HALTON		108,200			30,235	28	4
HAMILTON-WENTWORTH		167,800			6,595	4	1
HASTINGS		44,000			8,386	19	1
HURON		21,100			1,539	7	
KENT		39,800			738	2	
LAMBTON		47,500			1,213	3	
LANARK		19,600			578	3	
LEEDS & GRENVILLE		32,700			1,351	4	
LENNOX & ADDINGTON		12,800			1,019	8	
MANITOULIN		3,900			224	6	
MIDDLESEX		141,600			4,942	3	1
MUSKOKA		18,600			8,707	47	1
NIAGARA		147,700			16,002	11	2
NIPISSING		31,000			2,696	9	
NORTHUMBERLAND		28,000			6,296	22	1
OTTAWA-CARLETON		250,000			3,374	1	
OXFORD		33,800			1,532	5	
PARRY SOUND		14,700			3,943	27	1
PEEL		224,500			87,396	39	12
PERTH		25,900			2,548	10	
PETERBOROUGH		43,800			9,442	22	1
PRINCE EDWARD		9,100			1,489	16	
RENFREW		33,500			1,097	3	
SIMCOE		103,700			32,291	31	4
STOR. , DUN. & GLEN.		39,500			570	1	
SUDBURY RM		59,100			4,555	8	1
THUNDER BAY		57,200			398	1	
TIMISKAMING		14,900			657	4	
* TORONTO		811,900			339,145	42	45
VICTORIA		24,200			9,316	38	1
WATERLOO		136,600			7,319	5	1
WELLINGTON		56,000			8,652	15	1

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
YORK		151,500			74,244	49	10
MISCELLANEOUS							
REMAINDER OF CIRCULATION					546		
TORONTO STAR	9/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		1,427,200			350,676	25	68
TOTAL ZONES		1,427,200			350,676	25	68
CENSUS METROPOLITAN AREA		1,310,600			373,629	29	73
TOTAL PAID CIRCULATION					512,267		
COUNTY CIRCULATION							
QUEBEC							
ILE-DE-MONTREAL		741,000			409		
ONTARIO							
ALGOMA		46,400			2,082	4	
BRANT		41,900			3,274	8	1
BRUCE		23,200			3,617	16	1
COCHRANE		33,900			893	3	
DUFFERIN		13,200			2,019	15	
DURHAM		138,300			24,625	18	5
ELGIN		27,300			2,496	9	
ESSEX		119,900			1,621	1	
FRONTENAC		46,900			4,465	10	1
GREY		29,900			3,368	11	1
HALDIMAND-NORFOLK		35,700			3,284	9	1
HALIBURTON		5,400			1,533	28	
HALTON		108,200			19,752	18	4
HAMILTON-WENTWORTH		167,800			8,979	5	2
HASTINGS		44,000			6,648	15	1
HURON		21,100			1,837	9	
KENT		39,800			1,862	5	
LAMBTON		47,500			3,119	7	1
LANARK		19,600			547	3	
LEEDS & GRENVILLE		32,700			1,555	5	
LENNOX & ADDINGTON		12,800			1,059	8	
MANITOULIN		3,900			182	5	
MIDDLESEX		141,600			18,325	13	4
MUSKOKA		18,600			4,729	25	1
NIAGARA		147,700			14,595	10	3
NIPISSING		31,000			3,079	10	1
NORTHUMBERLAND		28,000			4,204	15	1
OTTAWA-CARLETON		250,000			4,827	2	1
OXFORD		33,800			2,266	7	
PARRY SOUND		14,700			2,715	18	1
PEEL		224,500			54,964	24	11
PERTH		25,900			2,426	9	
PETERBOROUGH		43,800			5,427	12	1
PRINCE EDWARD		9,100			1,048	12	
RENFREW		33,500			994	3	
SIMCOE		103,700			16,654	16	3
STOR. , DUN. & GLEN.		39,500			758	2	
SUDBURY RM		59,100			4,566	8	1
TIMISKAMING		14,900			467	3	
• TORONTO		811,900			209,437	26	41
VICTORIA		24,200			4,811	20	1

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
WATERLOO		136,600			6,166	5	1
WELLINGTON		56,000			5,616	10	1
YORK		151,500			44,423	29	9
MISCELLANEOUS							
REMAINDER OF CIRCULATION					544		
TORONTO SUN	9/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		1,427,200			227,172	16	85
TOTAL ZONES		1,427,200			227,172	16	85
CENSUS METROPOLITAN AREA		1,310,600			204,578	16	77
TOTAL PAID CIRCULATION					266,055		
COUNTY CIRCULATION							
ONTARIO							
BRANT		41,900			2,162	5	1
DUFFERIN		13,200			1,372	10	1
DURHAM		138,300			20,394	15	8
HALDIMAND-NORFOLK		35,700			843	2	
HALTON		108,200			11,762	11	4
HAMILTON-WENTWORTH		167,800			8,143	5	3
NIAGARA		147,700			4,837	3	2
NORTHUMBERLAND		28,000			1,248	4	
PEEL		224,500			40,717	18	15
PETERBOROUGH		43,800			2,422	6	1
SIMCOE		103,700			7,162	7	3
* TORONTO		811,900			133,993	17	50
VICTORIA		24,200			1,000	4	
WATERLOO		136,600			6,740	5	3
WELLINGTON		56,000			3,184	6	1
YORK		151,500			20,041	13	8
MISCELLANEOUS							
REMAINDER OF CIRCULATION					35		
TORONTO SUN	9/91			SATURDAY			
NEWSPAPER DESIGNATED MARKET		1,427,200			147,592	10	80
TOTAL ZONES		1,427,200			147,592	10	80
CENSUS METROPOLITAN AREA		1,310,600			130,705	10	71
TOTAL PAID CIRCULATION					184,764		
COUNTY CIRCULATION							
ONTARIO							
BRANT		41,900			1,775	4	1
BRUCE		23,200			755	3	
DUFFERIN		13,200			1,391	11	1
DURHAM		138,300			14,730	11	8
GREY		29,900			906	3	
HALDIMAND-NORFOLK		35,700			762	2	
HALTON		108,200			7,901	7	4
HAMILTON-WENTWORTH		167,800			6,346	4	3
MUSKOKA		18,600			1,394	7	1
NIAGARA		147,700			4,420	3	2
NORTHUMBERLAND		28,000			1,070	4	1
PARRY SOUND		14,700			256	2	
PEEL		224,500			24,794	11	13
PETERBOROUGH		43,800			2,092	5	1

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*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
SIMCOE		103,700			7,508	7	4
* TORONTO		811,900			87,940	11	48
VICTORIA		24,200			1,007	4	1
WATERLOO		136,600			5,273	4	3
WELLINGTON		56,000			2,421	4	1
YORK		151,500			11,992	8	6
MISCELLANEOUS							
REMAINDER OF CIRCULATION					31		
TORONTO SUN	9/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		1,427,200			375,865	26	83
TOTAL ZONES		1,427,200			375,865	26	83
CENSUS METROPOLITAN AREA		1,310,600			328,030	25	73
TOTAL PAID CIRCULATION					450,515		
COUNTY CIRCULATION							
ONTARIO							
BRANT		41,900			1,872	4	
BRUCE		23,200			1,189	5	
DUFFERIN		13,200			4,002	30	1
DURHAM		138,300			44,222	32	10
GREY		29,900			1,532	5	
HALDIMAND-NORFOLK		35,700			877	2	
HALTON		108,200			24,296	22	5
HAMILTON-WENTWORTH		167,800			9,275	6	2
HASTINGS		44,000			1,563	4	
MIDDLESEX		141,600			2,059	1	
MUSKOKA		18,600			2,351	13	1
NIAGARA		147,700			7,240	5	2
NORTHUMBERLAND		28,000			2,743	10	1
OXFORD		33,800			408	1	
PARRY SOUND		14,700			389	3	
PEEL		224,500			73,784	33	16
PERTH		25,900			271	1	
PETERBOROUGH		43,800			4,077	9	1
PRINCE EDWARD		9,100			275	3	
SIMCOE		103,700			19,116	18	4
* TORONTO		811,900			195,890	24	43
VICTORIA		24,200			2,659	11	1
WATERLOO		136,600			7,815	6	2
WELLINGTON		56,000			4,709	8	1
YORK		151,500			37,604	25	8
MISCELLANEOUS							
REMAINDER OF CIRCULATION					297		
WELLAND			P 8				
WELLAND EVENING TRIBUNE	12/91			EVE (M-S)			
CITY ZONE		18,200			10,587	58	62
RETAIL TRADING ZONE		14,200			6,021	42	35
TOTAL ZONES		32,400			16,608	51	97
CENSUS METROPOLITAN AREA		137,200			16,665	12	98
TOTAL PAID CIRCULATION					17,065		
COUNTY CIRCULATION							

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
ONTARIO							
• NIAGARA		147,700			16,923	11	99
MISCELLANEOUS							
REMAINDER OF CIRCULATION					142		1
WINDSOR			T 8				
WINDSOR STAR	3/91			EVE (M-S)			
CITY ZONE		85,800			63,247	74	74
RETAIL TRADING ZONE		38,500			20,982	54	24
TOTAL ZONES		124,300			84,229	68	98
CENSUS METROPOLITAN AREA		98,100			70,597	72	82
TOTAL PAID CIRCULATION					85,680		
COUNTY CIRCULATION							
ONTARIO							
• ESSEX		119,900			82,612	69	96
KENT		39,800			2,822	7	3
MISCELLANEOUS							
REMAINDER OF CIRCULATION					246		
WOODSTOCK			R15				
WOODSTOCK DAILY SENTINEL-REVIEW	12/91			EVE (M-S)			
CITY ZONE		10,600			6,633	63	64
RETAIL TRADING ZONE		10,800			3,368	31	33
TOTAL ZONES		21,400			10,001	47	97
TOTAL PAID CIRCULATION					10,349		
COUNTY CIRCULATION							
ONTARIO							
• OXFORD		33,800			10,306	30	100
MISCELLANEOUS							
REMAINDER OF CIRCULATION					43		
MANITOBA							
BRANDON			Q 4				
BRANDON SUN	6/91			EVE (M-S)			
CITY ZONE		15,100			11,337	75	59
RETAIL TRADING ZONE		19,900			6,381	32	33
TOTAL ZONES		35,000			17,718	51	93
TOTAL PAID CIRCULATION					19,087		
CENSUS DIVISION CIRCULATION							
MANITOBA							
CEN. DIV. 05		5,900			1,624	28	9
CEN. DIV. 06		3,800			1,180	31	6
• CEN. DIV. 07		20,900			13,641	65	71
CEN. DIV. 15		9,400			1,988	21	10
MISCELLANEOUS							
REMAINDER OF CIRCULATION					654		3

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
MANITOBA (cont.)							
BRANDON SUN	6/91			SUNDAY			
CITY ZONE		15,100			10,393	69	61
RETAIL TRADING ZONE		19,900			5,529	28	32
TOTAL ZONES		35,000			15,922	45	93
TOTAL PAID CIRCULATION					17,077		
CENSUS DIVISION CIRCULATION							
MANITOBA							
CEN. DIV. 05		5,900			1,420	24	8
CEN. DIV. 06		3,800			1,026	27	6
• CEN. DIV. 07		20,900			12,378	59	72
CEN. DIV. 15		9,400			1,707	18	10
MISCELLANEOUS							
REMAINDER OF CIRCULATION					546		3
PORTAGE LA PRAIRIE			P 8				
PORTAGE LA PRAIRIE DAILY GRAPHIC	6/91			EVE (M-S)			
CITY ZONE		5,300			3,915	74	92
RETAIL TRADING ZONE		4,600			281	6	7
TOTAL ZONES		9,900			4,196	42	98
TOTAL PAID CIRCULATION					4,265		
CENSUS DIVISION CIRCULATION							
MANITOBA							
• CEN. DIV. 09		8,300			4,186	50	98
MISCELLANEOUS							
REMAINDER OF CIRCULATION					79		2
WINNIPEG			G11				
WINNIPEG FREE PRESS	3/91			EVE (M-F)			
CITY ZONE		245,900			137,776	56	78
CITY ZONE		245,900			125,259	51	78
BALANCE IN NEWSPAPER DESIGNATED MARKET		47,800			16,772	35	1
BALANCE IN NEWSPAPER DESIGNATED MARKET		47,800			16,839	35	1
TOTAL ZONES		293,700			154,615	53	88
TOTAL ZONES		293,700			142,031	48	88
CENSUS METROPOLITAN AREA		248,500			129,041	52	80
TOTAL PAID CIRCULATION					175,700		
TOTAL PAID CIRCULATION					161,577		
CENSUS DIVISION CIRCULATION							
CENSUS DIVISION CIRCULATION							
ONTARIO							
KENORA		21,100			2,899	14	2
RAINY RIVER		8,200			848	10	1
MANITOBA							
CEN. DIV. 01		6,300			1,867	30	1
CEN. DIV. 02		14,000			3,227	23	2
CEN. DIV. 03		13,200			2,862	22	2

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
MANITOBA (cont.)							
CEN. DIV. 04		3,800			756	20	
CEN. DIV. 05		5,900			434	7	
CEN. DIV. 06		3,800			227	6	
CEN. DIV. 07		20,900			1,593	8	1
CEN. DIV. 08		5,300			686	13	
CEN. DIV. 09		8,300			1,865	22	1
CEN. DIV. 10		2,100			728	35	
* CEN. DIV. 11		237,800			125,084	53	77
CEN. DIV. 12		5,700			2,168	38	1
CEN. DIV. 13		12,500			4,568	37	3
CEN. DIV. 14		5,000			1,882	38	1
CEN. DIV. 15		9,400			852	9	1
CEN. DIV. 16		4,400			520	12	
CEN. DIV. 17		10,400			1,381	13	1
CEN. DIV. 18		8,400			2,899	35	2
CEN. DIV. 20		4,600			597	13	
CEN. DIV. 21		7,500			1,552	21	1
CEN. DIV. 22		8,400			1,027	12	1
CEN. DIV. 23		2,400			327	14	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					728		
WINNIPEG FREE PRESS	3/91			MORN (M-F)			
CITY ZONE		245,900			137,776	56	78
CITY ZONE		245,900			125,259	51	78
BALANCE IN NEWSPAPER DESIGNATED MARKET		47,800			16,772	35	1
BALANCE IN NEWSPAPER DESIGNATED MARKET		47,800			16,839	35	1
TOTAL ZONES		293,700			154,615	53	88
TOTAL ZONES		293,700			142,031	48	88
CENSUS METROPOLITAN AREA		248,500			129,041	52	80
TOTAL PAID CIRCULATION					175,700		
TOTAL PAID CIRCULATION					161,577		
CENSUS DIVISION CIRCULATION							
CENSUS DIVISION CIRCULATION							
ONTARIO							
KENORA		21,100			2,899	14	2
RAINY RIVER		8,200			848	10	1
MANITOBA							
CEN. DIV. 01		6,300			1,867	30	1
CEN. DIV. 02		14,000			3,227	23	2
CEN. DIV. 03		13,200			2,862	22	2
CEN. DIV. 04		3,800			756	20	
CEN. DIV. 05		5,900			434	7	
CEN. DIV. 06		3,800			227	6	
CEN. DIV. 07		20,900			1,593	8	1
CEN. DIV. 08		5,300			686	13	
CEN. DIV. 09		8,300			1,865	22	1
CEN. DIV. 10		2,100			728	35	
* CEN. DIV. 11		237,800			125,084	53	77
CEN. DIV. 12		5,700			2,168	38	1
CEN. DIV. 13		12,500			4,568	37	3

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
MANITOBA (cont.)							
CEN. DIV. 14		5,000			1,882	38	1
CEN. DIV. 15		9,400			852	9	1
CEN. DIV. 16		4,400			520	12	
CEN. DIV. 17		10,400			1,381	13	1
CEN. DIV. 18		8,400			2,899	35	2
CEN. DIV. 20		4,600			597	13	
CEN. DIV. 21		7,500			1,552	21	1
CEN. DIV. 22		8,400			1,027	12	1
CEN. DIV. 23		2,400			327	14	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					728		
WINNIPEG FREE PRESS	3/91			SATURDAY			
CITY ZONE		245,900			166,648	68	73
BALANCE IN NEWSPAPER DESIGNATED MARKET		47,800			29,403	62	1
TOTAL ZONES		293,700			196,051	67	86
CENSUS METROPOLITAN AREA		248,500			172,913	70	75
TOTAL PAID CIRCULATION					229,180		
CENSUS DIVISION CIRCULATION							
ONTARIO							
KENORA		21,100			4,074	19	2
RAINY RIVER		8,200			1,184	14	1
MANITOBA							
CEN. DIV. 01		6,300			3,392	54	1
CEN. DIV. 02		14,000			6,323	45	3
CEN. DIV. 03		13,200			6,180	47	3
CEN. DIV. 04		3,800			1,490	39	1
CEN. DIV. 05		5,900			740	13	
CEN. DIV. 06		3,800			369	10	
CEN. DIV. 07		20,900			2,437	12	1
CEN. DIV. 08		5,300			1,417	27	1
CEN. DIV. 09		8,300			3,293	40	1
CEN. DIV. 10		2,100			1,307	62	1
• CEN. DIV. 11		237,800			166,346	70	73
CEN. DIV. 12		5,700			3,648	64	2
CEN. DIV. 13		12,500			7,254	58	3
CEN. DIV. 14		5,000			3,611	72	2
CEN. DIV. 15		9,400			1,579	17	1
CEN. DIV. 16		4,400			794	18	
CEN. DIV. 17		10,400			2,267	22	1
CEN. DIV. 18		8,400			5,080	60	2
CEN. DIV. 20		4,600			830	18	
CEN. DIV. 21		7,500			2,112	28	1
CEN. DIV. 22		8,400			1,514	18	1
CEN. DIV. 23		2,400			414	17	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					1,525		1
WINNIPEG FREE PRESS	3/91			SUNDAY			

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
MANITOBA (cont.)							
CITY ZONE		245,900			113,451	46	78
BALANCE IN NEWSPAPER DESIGNATED MARKET		47,800			15,382	32	1
TOTAL ZONES		293,700			128,833	44	88
CENSUS METROPOLITAN AREA		248,500			117,145	47	80
TOTAL PAID CIRCULATION					146,176		
CENSUS DIVISION CIRCULATION							
ONTARIO							
KENORA		21,100			2,447	12	2
RAINY RIVER		8,200			729	9	
MANITOBA							
CEN. DIV. 01		6,300			1,725	27	1
CEN. DIV. 02		14,000			2,975	21	2
CEN. DIV. 03		13,200			2,655	20	2
CEN. DIV. 04		3,800			708	19	
CEN. DIV. 05		5,900			387	7	
CEN. DIV. 06		3,800			190	5	
CEN. DIV. 07		20,900			1,522	7	1
CEN. DIV. 08		5,300			623	12	
CEN. DIV. 09		8,300			1,608	19	1
CEN. DIV. 10		2,100			611	29	
* CEN. DIV. 11		237,800			113,291	48	78
CEN. DIV. 12		5,700			2,114	37	1
CEN. DIV. 13		12,500			4,252	34	3
CEN. DIV. 14		5,000			1,767	35	1
CEN. DIV. 15		9,400			743	8	1
CEN. DIV. 16		4,400			496	11	
CEN. DIV. 17		10,400			1,256	12	1
CEN. DIV. 18		8,400			2,416	29	2
CEN. DIV. 20		4,600			573	12	
CEN. DIV. 21		7,500			1,614	22	1
CEN. DIV. 22		8,400			747	9	1
CEN. DIV. 23		2,400			227	9	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					500		
WINNIPEG SUN	3/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		243,200			42,592	18	87
TOTAL ZONES		243,200			42,592	18	87
CENSUS METROPOLITAN AREA		248,500			42,720	17	88
TOTAL PAID CIRCULATION					48,704		
CENSUS DIVISION CIRCULATION							
ONTARIO							
KENORA		21,100			535	3	1
MANITOBA							
CEN. DIV. 01		6,300			284	5	1
CEN. DIV. 02		14,000			571	4	1
CEN. DIV. 03		13,200			444	3	1
CEN. DIV. 07		20,900			702	3	1
CEN. DIV. 09		8,300			552	7	1
* CEN. DIV. 11		237,800			42,592	18	87
CEN. DIV. 13		12,500			852	7	2

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
MANITOBA (cont.)							
CEN. DIV. 18		8,400			288	3	1
CEN. DIV. 22		8,400			509	6	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					1,375		3
WINNIPEG SUN	3/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		243,200			48,944	20	86
TOTAL ZONES		243,200			48,944	20	86
CENSUS METROPOLITAN AREA		248,500			49,173	20	87
TOTAL PAID CIRCULATION					56,815		
CENSUS DIVISION CIRCULATION							
ONTARIO							
KENORA		21,100			575	3	1
MANITOBA							
CEN. DIV. 01		6,300			426	7	1
CEN. DIV. 02		14,000			980	7	2
CEN. DIV. 03		13,200			569	4	1
CEN. DIV. 07		20,900			766	4	1
CEN. DIV. 09		8,300			823	10	1
* CEN. DIV. 11		237,800			48,944	21	86
CEN. DIV. 12		5,700			349	6	1
CEN. DIV. 13		12,500			1,282	10	2
CEN. DIV. 14		5,000			323	6	1
CEN. DIV. 15		9,400			250	3	
CEN. DIV. 18		8,400			434	5	1
CEN. DIV. 21		7,500			264	4	
CEN. DIV. 22		8,400			312	4	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					518		1
SASKATCHEWAN							
MOOSE JAW			P 8				
MOOSE JAW TIMES-HERALD	3/91			EVE (M-S)			
CITY ZONE		13,100			8,461	65	91
RETAIL TRADING ZONE		6,400			592	9	6
TOTAL ZONES		19,500			9,053	46	97
TOTAL PAID CIRCULATION					9,308		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 07		18,700			8,876	47	95
MISCELLANEOUS							
REMAINDER OF CIRCULATION					432		5
PRINCE ALBERT			I 8				
PRINCE ALBERT DAILY HERALD	3/91			EVE (M-S)			
CITY ZONE		12,500			8,244	66	83
RETAIL TRADING ZONE		8,900			1,427	16	14
TOTAL ZONES		21,400			9,671	45	98

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
SASKATCHEWAN (cont.)							
TOTAL PAID CIRCULATION					9,888		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 15		28,100			9,248	33	94
CEN. DIV. 16		13,700			345	3	3
MISCELLANEOUS							
REMAINDER OF CIRCULATION					295		3
REGINA			P10				
REGINA LEADER POST	3/91			EVE (M-S)			
CITY ZONE		66,900			44,993	67	65
BALANCE IN NEWSPAPER DESIGNATED MARKET		117,500			24,126	21	3
TOTAL ZONES		184,400			69,119	37	99
CENSUS METROPOLITAN AREA		70,800			45,053	64	65
TOTAL PAID CIRCULATION					69,569		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
CEN. DIV. 01		11,800			3,202	27	5
CEN. DIV. 02		9,300			2,633	28	4
CEN. DIV. 03		6,900			1,325	19	2
CEN. DIV. 04		4,900			663	14	1
CEN. DIV. 05		14,200			3,586	25	5
* CEN. DIV. 06		80,200			49,703	62	71
CEN. DIV. 07		18,700			2,483	13	4
CEN. DIV. 08		12,600			1,865	15	3
CEN. DIV. 09		16,100			2,383	15	3
CEN. DIV. 10		8,400			806	10	1
CEN. DIV. 11		82,500			554	1	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					366		1
SASKATOON			L 7				
SASKATOON STAR-PHOENIX	3/91			MORN (M-S)			
CITY ZONE		70,800			43,590	62	67
BALANCE IN NEWSPAPER DESIGNATED MARKET		27,400			8,360	31	1
TOTAL ZONES		98,200			51,950	53	80
CENSUS METROPOLITAN AREA		90,400			43,590	48	67
TOTAL PAID CIRCULATION					64,959		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
CEN. DIV. 08		12,600			530	4	1
CEN. DIV. 10		8,400			803	10	1
* CEN. DIV. 11		82,500			47,575	58	73
CEN. DIV. 12		8,800			1,961	22	3
CEN. DIV. 13		8,900			2,015	23	3
CEN. DIV. 14		15,900			2,681	17	4
CEN. DIV. 15		28,100			4,393	16	7
CEN. DIV. 16		13,700			2,429	18	4

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
SASKATCHEWAN (cont.)							
CEN. DIV. 17		12,100			1,437	12	2
CEN. DIV. 18		6,400			495	8	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					640		1
ALBERTA							
CALGARY			O 9				
CALGARY HERALD	6/91			MORN (M-TH, S)			
CITY ZONE		263,000			110,034	42	88
RETAIL TRADING ZONE		163,400			13,937	9	11
TOTAL ZONES		426,400			123,971	29	99
CENSUS METROPOLITAN AREA		279,600			110,813	40	88
TOTAL PAID CIRCULATION					125,416		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 01		22,300			384	2	
CEN. DIV. 02		45,600			1,412	3	1
CEN. DIV. 03		10,400			755	7	1
CEN. DIV. 04		4,400			304	7	
CEN. DIV. 05		13,300			2,091	16	2
* CEN. DIV. 06		302,200			117,156	39	93
CEN. DIV. 08		46,300			594	1	
CEN. DIV. 15		9,000			1,306	15	1
BRITISH COLUMBIA							
EAST KOOTENAY		17,900			501	3	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					913		1
CALGARY HERALD	6/91			FRIDAY			
CITY ZONE		263,000			141,423	54	86
RETAIL TRADING ZONE		163,400			20,492	13	13
TOTAL ZONES		426,400			161,915	38	99
CENSUS METROPOLITAN AREA		279,600			142,235	51	87
TOTAL PAID CIRCULATION					163,594		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 01		22,300			442	2	
CEN. DIV. 02		45,600			1,787	4	1
CEN. DIV. 03		10,400			1,178	11	1
CEN. DIV. 04		4,400			412	9	
CEN. DIV. 05		13,300			3,886	29	2
* CEN. DIV. 06		302,200			152,095	50	93
CEN. DIV. 08		46,300			730	2	
CEN. DIV. 15		9,000			1,595	18	1
BRITISH COLUMBIA							
EAST KOOTENAY		17,900			464	3	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					1,005		1
CALGARY HERALD	6/91			SUNDAY			

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ALBERTA (cont.)							
CITY ZONE		263,000			102,515	39	87
RETAIL TRADING ZONE		163,400			13,858	8	12
TOTAL ZONES		426,400			116,373	27	99
CENSUS METROPOLITAN AREA		279,600			103,313	37	88
TOTAL PAID CIRCULATION					117,982		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 01		22,300			553	2	
CEN. DIV. 02		45,600			1,731	4	1
CEN. DIV. 03		10,400			726	7	1
CEN. DIV. 04		4,400			271	6	
CEN. DIV. 05		13,300			1,931	15	2
• CEN. DIV. 06		302,200			109,665	36	93
CEN. DIV. 08		46,300			547	1	
CEN. DIV. 15		9,000			1,496	17	1
BRITISH COLUMBIA							
EAST KOOTENAY		17,900			447	2	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					615		1
CALGARY SUN	6/91			MORN (M-F)			
CITY ZONE		263,000			57,825	22	81
RETAIL TRADING ZONE		163,400			10,184	6	14
TOTAL ZONES		426,400			68,009	16	96
CENSUS METROPOLITAN AREA		279,600			57,825	21	81
TOTAL PAID CIRCULATION					71,075		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 01		22,300			1,651	7	2
CEN. DIV. 02		45,600			3,197	7	4
CEN. DIV. 03		10,400			792	8	1
CEN. DIV. 04		4,400			237	5	
CEN. DIV. 05		13,300			1,079	8	2
• CEN. DIV. 06		302,200			59,976	20	84
CEN. DIV. 08		46,300			1,622	4	2
CEN. DIV. 15		9,000			1,353	15	2
BRITISH COLUMBIA							
EAST KOOTENAY		17,900			718	4	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					450		1
CALGARY SUN	6/91			SUNDAY			
CITY ZONE		263,000			78,960	30	80
RETAIL TRADING ZONE		163,400			15,771	10	16
TOTAL ZONES		426,400			94,731	22	96
CENSUS METROPOLITAN AREA		279,600			78,960	28	80
ALBERTA							
CALGARY			O 9				
CALGARY SUN	6/91			SUNDAY			

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*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ALBERTA (cont.)							
TOTAL PAID CIRCULATION					98,476		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 01		22,300			2,311	10	2
CEN. DIV. 02		45,600			4,319	9	4
CEN. DIV. 03		10,400			1,046	10	1
CEN. DIV. 04		4,400			254	6	
CEN. DIV. 05		13,300			1,915	14	2
* CEN. DIV. 06		302,200			83,096	27	84
CEN. DIV. 08		46,300			2,316	5	2
CEN. DIV. 15		9,000			1,885	21	2
BRITISH COLUMBIA							
EAST KOOTENAY		17,900			911	5	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					423		
EDMONTON			Q 4				
EDMONTON JOURNAL	6/91			MORN (M-TH, S)			
CITY ZONE		259,700			118,383	46	72
RETAIL TRADING ZONE		256,200			41,604	16	25
TOTAL ZONES		515,900			159,987	31	98
CENSUS METROPOLITAN AREA		308,500			135,265	44	83
TOTAL PAID CIRCULATION					163,510		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 07		14,200			2,282	16	1
CEN. DIV. 08		46,300			1,522	3	1
CEN. DIV. 09		5,600			346	6	
CEN. DIV. 10		27,600			4,914	18	3
* CEN. DIV. 11		316,400			135,265	43	83
CEN. DIV. 12		15,000			2,658	18	2
CEN. DIV. 13		21,200			3,620	17	2
CEN. DIV. 14		9,100			1,670	18	1
CEN. DIV. 15		9,000			519	6	
CEN. DIV. 16		14,100			1,805	13	1
CEN. DIV. 17		14,800			1,806	12	1
CEN. DIV. 18		4,200			913	22	1
CEN. DIV. 19		25,900			2,650	10	2
BRITISH COLUMBIA							
PEACE RIVER		17,700			1,082	6	1
NORTHWEST TERRITORIES							
FORT SMITH		9,700			1,416	15	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					1,042		1
EDMONTON JOURNAL	6/91			FRIDAY			
CITY ZONE		259,700			135,612	52	70
RETAIL TRADING ZONE		256,200			54,307	21	28
TOTAL ZONES		515,900			189,919	37	98
CENSUS METROPOLITAN AREA		308,500			156,471	51	81

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ALBERTA (cont.)							
TOTAL PAID CIRCULATION					193,358		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 07		14,200			3,068	22	2
CEN. DIV. 08		46,300			1,899	4	1
CEN. DIV. 09		5,600			378	7	
CEN. DIV. 10		27,600			7,063	26	4
* CEN. DIV. 11		316,400			156,471	49	81
CEN. DIV. 12		15,000			3,926	26	2
CEN. DIV. 13		21,200			6,259	30	3
CEN. DIV. 14		9,100			2,295	25	1
CEN. DIV. 15		9,000			517	6	
CEN. DIV. 16		14,100			2,031	14	1
CEN. DIV. 17		14,800			1,979	13	1
CEN. DIV. 18		4,200			1,071	26	1
CEN. DIV. 19		25,900			2,945	11	2
BRITISH COLUMBIA							
PEACE RIVER		17,700			1,031	6	1
NORTHWEST TERRITORIES							
FORT SMITH		9,700			1,346	14	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					1,079		1
EDMONTON JOURNAL	6/91			SUNDAY			
CITY ZONE		259,700			112,652	43	73
RETAIL TRADING ZONE		256,200			37,866	15	25
TOTAL ZONES		515,900			150,518	29	98
CENSUS METROPOLITAN AREA		308,500			128,258	42	84
TOTAL PAID CIRCULATION					153,346		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 07		14,200			1,999	14	1
CEN. DIV. 08		46,300			1,451	3	1
CEN. DIV. 09		5,600			304	5	
CEN. DIV. 10		27,600			4,316	16	3
* CEN. DIV. 11		316,400			128,258	41	84
CEN. DIV. 12		15,000			2,438	16	2
CEN. DIV. 13		21,200			3,122	15	2
CEN. DIV. 14		9,100			1,508	17	1
CEN. DIV. 15		9,000			522	6	
CEN. DIV. 16		14,100			1,735	12	1
CEN. DIV. 17		14,800			1,577	11	1
CEN. DIV. 18		4,200			836	20	1
CEN. DIV. 19		25,900			2,436	9	2
BRITISH COLUMBIA							
PEACE RIVER		17,700			1,001	6	1
NORTHWEST TERRITORIES							
FORT SMITH		9,700			1,008	10	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					835		1
EDMONTON SUN	6/91			MORN (M-F)			

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ALBERTA (cont.)							
NEWSPAPER DESIGNATED MARKET		293,500			65,467	22	78
TOTAL ZONES		293,500			65,467	22	78
CENSUS METROPOLITAN AREA		308,500			61,849	20	74
TOTAL PAID CIRCULATION					83,859		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 07		14,200			1,109	8	1
CEN. DIV. 08		46,300			1,361	3	2
CEN. DIV. 10		27,600			3,565	13	4
* CEN. DIV. 11		316,400			67,788	21	81
CEN. DIV. 12		15,000			1,439	10	2
CEN. DIV. 13		21,200			1,766	8	2
CEN. DIV. 14		9,100			1,162	13	1
CEN. DIV. 16		14,100			2,340	17	3
CEN. DIV. 17		14,800			866	6	1
CEN. DIV. 18		4,200			354	8	
CEN. DIV. 19		25,900			1,524	6	2
NORTHWEST TERRITORIES							
FORT SMITH		9,700			315	3	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					270		
EDMONTON SUN	6/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		293,500			99,176	34	79
TOTAL ZONES		293,500			99,176	34	79
CENSUS METROPOLITAN AREA		308,500			94,295	31	76
TOTAL PAID CIRCULATION					124,827		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 07		14,200			1,319	9	1
CEN. DIV. 08		46,300			1,773	4	1
CEN. DIV. 10		27,600			4,765	17	4
* CEN. DIV. 11		316,400			103,253	33	83
CEN. DIV. 12		15,000			1,831	12	1
CEN. DIV. 13		21,200			2,784	13	2
CEN. DIV. 14		9,100			1,662	18	1
CEN. DIV. 16		14,100			3,452	24	3
CEN. DIV. 17		14,800			957	6	1
CEN. DIV. 18		4,200			375	9	
CEN. DIV. 19		25,900			1,924	7	2
NORTHWEST TERRITORIES							
FORT SMITH		9,700			398	4	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					334		
FORT MCMURRAY			D 6				
FORT MCMURRAY TODAY	6/91			EVE (M-TH)			
CITY OF PUBLICATION		11,200			5,653	50	98
REMAINDER IN CENSUS DIVISION		2,900			120	4	2
TOTAL ZONES		14,100			5,773	41	100

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ALBERTA (cont.)							
TOTAL PAID CIRCULATION					5,790		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 16		14,100			5,734	41	99
MISCELLANEOUS							
REMAINDER OF CIRCULATION					56		1
FORT MCMURRAY TODAY	6/91			FRIDAY			
CITY OF PUBLICATION		11,200			7,840	70	98
REMAINDER IN CENSUS DIVISION		2,900			132	5	2
TOTAL ZONES		14,100			7,972	57	100
TOTAL PAID CIRCULATION					7,990		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 16		14,100			7,924	56	99
MISCELLANEOUS							
REMAINDER OF CIRCULATION					66		1
GRANDE PRAIRIE			E 2				
GRANDE PRAIRIE DAILY HERALD-TRIBUNE	9/90			EVE (M-TH)			
CITY ZONE		9,200			5,861	64	69
RETAIL TRADING ZONE		19,400			2,499	13	30
TOTAL ZONES		28,600			8,360	29	99
TOTAL PAID CIRCULATION					8,461		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 19		25,900			8,360	32	99
MISCELLANEOUS							
REMAINDER OF CIRCULATION					101		1
LETHBRIDGE			R11				
LETHBRIDGE HERALD	6/91			EVE (M-S)			
CITY ZONE		23,500			15,211	65	60
RETAIL TRADING ZONE		25,400			9,036	36	36
TOTAL ZONES		48,900			24,247	50	95
TOTAL PAID CIRCULATION					25,398		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 01		22,300			412	2	2
* CEN. DIV. 02		45,600			20,368	45	80
CEN. DIV. 03		10,400			2,855	27	11
CEN. DIV. 05		13,300			268	2	1
CEN. DIV. 15		9,000			770	9	3
BRITISH COLUMBIA							
EAST KOOTENAY		17,900			599	3	2
MISCELLANEOUS							
REMAINDER OF CIRCULATION					126		

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ALBERTA (cont.)							
MEDICINE HAT			Q14				
MEDICINE HAT NEWS	3/91			EVE (M-S)			
CITY ZONE		17,200			11,859	69	85
RETAIL TRADING ZONE		8,400			2,015	24	14
TOTAL ZONES		25,600			13,874	54	99
TOTAL PAID CIRCULATION					14,025		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 01		22,300			13,468	60	96
MISCELLANEOUS							
REMAINDER OF CIRCULATION					557		4
RED DEER			L 9				
RED DEER ADVOCATE	6/91			EVE (M-S)			
CITY ZONE		21,200			13,631	64	60
RETAIL TRADING ZONE		49,400			8,819	18	39
TOTAL ZONES		70,600			22,450	32	100
TOTAL PAID CIRCULATION					22,558		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 06		302,200			354		2
CEN. DIV. 07		14,200			499	4	2
* CEN. DIV. 08		46,300			20,925	45	93
CEN. DIV. 09		5,600			473	8	2
MISCELLANEOUS							
REMAINDER OF CIRCULATION					307		1
BRITISH COLUMBIA							
CRANBROOK			M18				
CRANBROOK DAILY TOWNSMAN	3/91			EVE (M-F)			
CITY ZONE		5,800			3,867	67	93
RETAIL TRADING ZONE		6,200			174	3	4
TOTAL ZONES		12,000			4,041	34	98
TOTAL PAID CIRCULATION					4,140		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* EAST KOOTENAY		17,900			4,041	23	98
MISCELLANEOUS							
REMAINDER OF CIRCULATION					99		2
FORT ST. JOHN			D 6				
FORT ST. JOHN ALASKA HIGHWAY NEWS	9/91			EVE (M-F)			

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
BRITISH COLUMBIA (cont.)							
CITY ZONE		5,000			2,402	48	79
RETAIL TRADING ZONE		2,000			524	26	17
TOTAL ZONES		7,000			2,926	42	97
TOTAL PAID CIRCULATION					3,027		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* PEACE RIVER		17,700			2,946	17	97
MISCELLANEOUS							
REMAINDER OF CIRCULATION					81		3
KAMLOOPS			K11				
KAMLOOPS DAILY NEWS	12/91			EVE (M-S)			
CITY ZONE		24,000			15,734	66	87
RETAIL TRADING ZONE		13,300			2,113	16	12
TOTAL ZONES		37,300			17,847	48	99
TOTAL PAID CIRCULATION					18,092		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* THOMPSON-NICOLA		37,300			17,847	48	99
MISCELLANEOUS							
REMAINDER OF CIRCULATION					245		1
KELOWNA			K13				
KELOWNA DAILY COURIER	12/91			EVE (M-S)			
CITY ZONE		25,800			16,384	64	83
RETAIL TRADING ZONE		18,300			2,801	15	14
TOTAL ZONES		44,100			19,185	44	97
TOTAL PAID CIRCULATION					19,762		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* CENTRAL OKANAGAN		44,100			19,185	44	97
MISCELLANEOUS							
REMAINDER OF CIRCULATION					577		3
NANAIMO			M 6				
NANAIMO DAILY FREE PRESS	12/91			EVE (M-S)			
CITY ZONE		23,700			8,930	38	81
RETAIL TRADING ZONE		19,000			2,005	11	18
TOTAL ZONES		42,700			10,935	26	99
TOTAL PAID CIRCULATION					11,066		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* NANAIMO		39,600			10,733	27	97
MISCELLANEOUS							
REMAINDER OF CIRCULATION					333		3

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
BRITISH COLUMBIA (cont.)							
NELSON			M16				
NELSON DAILY NEWS	9/90			EVE (M-F)			
CITY ZONE		3,600			2,525	70	52
RETAIL TRADING ZONE		17,200			2,078	12	43
TOTAL ZONES		20,800			4,603	22	95
TOTAL PAID CIRCULATION					4,832		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* CENTRAL KOOTENAY		20,600			4,603	22	95
MISCELLANEOUS							
REMAINDER OF CIRCULATION					229		5
PENTICTON			M13				
PENTICTON HERALD	12/91			EVE (M-S)			
CITY ZONE		12,200			7,241	59	80
RETAIL TRADING ZONE		13,000			1,670	13	19
TOTAL ZONES		25,200			8,911	35	99
TOTAL PAID CIRCULATION					9,019		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* OKANAGAN-SIMILKAMEEN		27,900			8,911	32	99
MISCELLANEOUS							
REMAINDER OF CIRCULATION					108		1
PORT ALBERNI			M 5				
PORT ALBERNI ALBERNI VALLEY TIMES	9/91			EVE (M-F)			
CITY ZONE		7,000			4,787	68	71
RETAIL TRADING ZONE		4,700			1,856	39	27
TOTAL ZONES		11,700			6,643	57	98
TOTAL PAID CIRCULATION					6,763		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* ALBERNI-CLAYOQUOT		11,700			6,643	57	98
MISCELLANEOUS							
REMAINDER OF CIRCULATION					120		2
PRINCE GEORGE			E 6				
PRINCE GEORGE CITIZEN	9/91			EVE (M-S)			
CITY ZONE		22,200			18,408	83	86
RETAIL TRADING ZONE		19,300			2,943	15	14
TOTAL ZONES		41,500			21,351	51	99
TOTAL PAID CIRCULATION					21,519		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
BULKLEY-NECHAKO		12,000			1,262	11	6

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
BRITISH COLUMBIA (cont.)							
• FRASER-FORT GEORGE		29,500			20,089	68	93
MISCELLANEOUS							
REMAINDER OF CIRCULATION					168		1
PRINCE RUPERT			E 4				
PRINCE RUPERT DAILY NEWS	9/90			EVE (M-F)			
CITY ZONE		5,600			3,366	60	92
RETAIL TRADING ZONE		1,700			241	14	7
TOTAL ZONES		7,300			3,607	49	98
TOTAL PAID CIRCULATION					3,670		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
• SKEENA-Q.CHARLOTTE		8,000			3,569	45	97
MISCELLANEOUS							
REMAINDER OF CIRCULATION					101		3
TRAIL			M15				
TRAIL DAILY TIMES	9/91			EVE (M-F)			
CITY ZONE		4,200			3,110	74	52
RETAIL TRADING ZONE		10,300			2,691	26	45
TOTAL ZONES		14,500			5,801	40	97
TOTAL PAID CIRCULATION					5,980		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
CENTRAL KOOTENAY		20,600			251	1	4
• KOOTENAY BOUNDARY		12,500			5,604	45	94
MISCELLANEOUS							
REMAINDER OF CIRCULATION					125		2
VANCOUVER			D10				
VANCOUVER PROVINCE	9/91			MORN (M-F)			
CITY ZONE		397,100			82,920	21	45
RETAIL TRADING ZONE		305,400			68,368	22	37
TOTAL ZONES		702,500			151,288	22	82
CENSUS METROPOLITAN AREA		619,600			134,068	22	73
TOTAL PAID CIRCULATION					184,855		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
ALBERNI-CLAYOQUOT		11,700			834	7	
BULKLEY-NECHAKO		12,000			683	6	
CAPITAL		125,500			1,552	1	1
CARIBOO		20,300			2,260	11	1
CENTRAL COAST		1,200			106	9	
CEN. FRAZER VALLEY		29,600			4,679	16	3
CENTRAL KOOTENAY		20,600			1,810	9	1
CENTRAL OKANAGAN		44,100			2,777	6	2
COLUMBIA-SHUSWAP		16,200			1,401	9	1
COMOX-STRATHCONA		32,000			1,933	6	1

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
BRITISH COLUMBIA (cont.)							
COWICHAN VALLEY		23,400			791	3	
DEWDNEY-ALOUETTE		31,200			7,374	24	4
EAST KOOTENAY		17,900			986	6	1
FRASER-CHEAM		26,900			5,241	19	3
FRASER-FORT GEORGE		29,500			958	3	1
* GREATER VANCOUVER		598,400			130,715	22	71
KITIMAT-STIKINE		12,800			1,163	9	1
KOOTENAY BOUNDARY		12,500			1,403	11	1
MOUNT WADDINGTON		4,700			673	14	
NANAIMO		39,600			2,821	7	2
NORTH OKANAGAN		23,400			1,492	6	1
OKANAGAN-SIMILKAMEEN		27,900			3,511	13	2
PEACE RIVER		17,700			658	4	
POWELL RIVER		7,600			889	12	
SKEENA-Q.CHARLOTTE		8,000			634	8	
SQUAMISH-LILLOOET		8,700			2,493	29	1
SUNSHINE COAST		8,700			1,048	12	1
THOMPSON-NICOLA		37,300			3,676	10	2
MISCELLANEOUS							
REMAINDER OF CIRCULATION					294		
VANCOUVER PROVINCE	9/91			SUNDAY			
CITY ZONE		397,100			96,080	24	43
RETAIL TRADING ZONE		305,400			84,192	28	37
TOTAL ZONES		702,500			180,272	26	80
CENSUS METROPOLITAN AREA		619,600			160,988	26	72
TOTAL PAID CIRCULATION					224,750		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
ALBERNI-CLAYOQUOT		11,700			999	9	
BULKLEY-NECHAKO		12,000			753	6	
CAPITAL		125,500			1,928	2	1
CARIBOO		20,300			2,911	14	1
CENTRAL COAST		1,200			147	12	
CEN. FRAZER VALLEY		29,600			5,905	20	3
CENTRAL KOOTENAY		20,600			2,297	11	1
CENTRAL OKANAGAN		44,100			3,970	9	2
COLUMBIA-SHUSWAP		16,200			1,729	11	1
COMOX-STRATHCONA		32,000			2,412	8	1
COWICHAN VALLEY		23,400			954	4	
DEWDNEY-ALOUETTE		31,200			8,902	29	4
EAST KOOTENAY		17,900			1,124	6	1
FRASER-CHEAM		26,900			6,408	24	3
FRASER-FORT GEORGE		29,500			1,661	6	1
* GREATER VANCOUVER		598,400			154,691	26	69
KITIMAT-STIKINE		12,800			1,744	14	1
KOOTENAY BOUNDARY		12,500			1,833	15	1
MOUNT WADDINGTON		4,700			826	18	
NANAIMO		39,600			3,575	9	2
NORTH OKANAGAN		23,400			2,199	9	1
OKANAGAN-SIMILKAMEEN		27,900			4,499	16	2
PEACE RIVER		17,700			953	5	
POWELL RIVER		7,600			1,097	14	
SKEENA-Q.CHARLOTTE		8,000			856	11	

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
BRITISH COLUMBIA (cont.)							
SQUAMISH-LILLOOET		8,700			3,308	38	1
SUNSHINE COAST		8,700			1,408	16	1
THOMPSON-NICOLA		37,300			4,869	13	2
MISCELLANEOUS							
REMAINDER OF CIRCULATION					792		
VANCOUVER SUN	9/91			MORN (M-TH)			
CITY ZONE		397,100			113,066	28	59
RETAIL TRADING ZONE		305,400			63,959	21	33
TOTAL ZONES		702,500			177,025	25	92
CENSUS METROPOLITAN AREA		619,600			164,908	27	86
TOTAL PAID CIRCULATION					192,609		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
ALBERNI-CLAYOQUOT		11,700			572	5	
CAPITAL		125,500			2,748	2	1
CARIBOO		20,300			424	2	
CEN. FRAZER VALLEY		29,600			4,447	15	2
CENTRAL KOOTENAY		20,600			391	2	
CENTRAL OKANAGAN		44,100			300	1	
COLUMBIA-SHUSWAP		16,200			334	2	
COMOX-STRATHCONA		32,000			2,190	7	1
COWICHAN VALLEY		23,400			1,040	4	1
DEWDNEY-ALOUETTE		31,200			5,538	18	3
EAST KOOTENAY		17,900			418	2	
FRASER-CHEAM		26,900			2,841	11	1
FRASER-FORT GEORGE		29,500			311	1	
* GREATER VANCOUVER		598,400			161,119	27	84
KOOTENAY BOUNDARY		12,500			329	3	
MOUNT WADDINGTON		4,700			331	7	
NANAIMO		39,600			2,515	6	1
NORTH OKANAGAN		23,400			264	1	
OKANAGAN-SIMILKAMEEN		27,900			488	2	
POWELL RIVER		7,600			864	11	
SQUAMISH-LILLOOET		8,700			1,256	14	1
SUNSHINE COAST		8,700			1,918	22	1
THOMPSON-NICOLA		37,300			618	2	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					1,353		1
VANCOUVER SUN	9/91			FRIDAY			
CITY ZONE		397,100			152,124	38	58
RETAIL TRADING ZONE		305,400			87,974	29	34
TOTAL ZONES		702,500			240,098	34	92
CENSUS METROPOLITAN AREA		619,600			222,705	36	85
TOTAL PAID CIRCULATION					260,814		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
ALBERNI-CLAYOQUOT		11,700			686	6	
BULKLEY-NECHAKO		12,000			286	2	
CAPITAL		125,500			3,692	3	1
CARIBOO		20,300			666	3	
CEN. FRAZER VALLEY		29,600			6,554	22	3

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
BRITISH COLUMBIA (cont.)							
CENTRAL KOOTENAY		20,600			573	3	
CENTRAL OKANAGAN		44,100			445	1	
COLUMBIA-SHUSWAP		16,200			387	2	
COMOX-STRATHCONA		32,000			2,560	8	1
COWICHAN VALLEY		23,400			1,314	6	1
DEWDNEY-ALOUETTE		31,200			7,694	25	3
EAST KOOTENAY		17,900			478	3	
FRASER-CHEAM		26,900			4,049	15	2
FRASER-FORT GEORGE		29,500			466	2	
* GREATER VANCOUVER		598,400			217,414	36	83
KOOTENAY BOUNDARY		12,500			416	3	
MOUNT WADDINGTON		4,700			388	8	
NANAIMO		39,600			3,477	9	1
NORTH OKANAGAN		23,400			436	2	
OKANAGAN-SIMILKAMEEN		27,900			689	2	
POWELL RIVER		7,600			1,295	17	
SQUAMISH-LILLOOET		8,700			1,578	18	1
SUNSHINE COAST		8,700			2,934	34	1
THOMPSON-NICOLA		37,300			892	2	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					1,[illegible]19		
VANCOUVER SUN	9/91			SATURDAY			
CITY ZONE		397,100			143,846	36	55
RETAIL TRADING ZONE		305,400			85,689	28	33
TOTAL ZONES		702,500			229,535	33	88
CENSUS METROPOLITAN AREA		619,600			212,822	34	82
TOTAL PAID CIRCULATION					259,646		
REGIONAL DISTRICT CIRCULATION							
ONTARIO							
TORONTO		811,900			312		
ALBERTA							
CEN. DIV. 06		302,200			325		
CEN. DIV. 11		316,400			368		
BRITISH COLUMBIA							
ALBERNI-CLAYOQUOT		11,700			824	7	
BULKLEY-NECHAKO		12,000			578	5	
CAPITAL		125,500			5,109	4	2
CARIBOO		20,300			851	4	
CEN. FRAZER VALLEY		29,600			6,056	20	2
CENTRAL KOOTENAY		20,600			782	4	
CENTRAL OKANAGAN		44,100			746	2	
COLUMBIA-SHUSWAP		16,200			497	3	
COMOX-STRATHCONA		32,000			3,464	11	1
COWICHAN VALLEY		23,400			1,528	7	1
DEWDNEY-ALOUETTE		31,200			7,325	23	3
EAST KOOTENAY		17,900			610	3	
FRASER-CHEAM		26,900			3,934	15	2
FRASER-FORT GEORGE		29,500			801	3	
* GREATER VANCOUVER		598,400			207,699	35	80
KITIMAT-STIKINE		12,800			412	3	
KOOTENAY BOUNDARY		12,500			541	4	
MOUNT WADDINGTON		4,700			510	11	
NANAIMO		39,600			3,886	10	1

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
BRITISH COLUMBIA (cont.)							
NORTH OKANAGAN		23,400			637	3	
OKANAGAN-SIMILKAMEEN		27,900			931	3	
PEACE RIVER		17,700			345	2	
POWELL RIVER		7,600			1,270	17	
SKEENA-Q.CHARLOTTE		8,000			333	4	
SQUAMISH-LILLOOET		8,700			1,948	22	1
SUNSHINE COAST		8,700			2,729	31	1
THOMPSON-NICOLA		37,300			1,304	3	1
YUKON							
YUKON		10,200			267	3	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					2,062		1
VERNON			K13				
VERNON DAILY NEWS	12/91			EVE (M-S)			
CITY ZONE		12,700			6,723	53	82
RETAIL TRADING ZONE		9,700			1,349	14	16
TOTAL ZONES		22,400			8,072	36	98
TOTAL PAID CIRCULATION					8,248		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* NORTH OKANAGAN		23,400			8,072	34	98
MISCELLANEOUS							
REMAINDER OF CIRCULATION					176		2
VICTORIA			N 7				
VICTORIA TIMES-COLONIST	9/91			MORN (M-S)			
NEWSPAPER DESIGNATED MARKET		101,900			57,552	56	75
RETAIL TRADING ZONE		47,000			13,252	28	17
TOTAL ZONES		148,900			70,804	48	92
CENSUS METROPOLITAN AREA		121,200			65,449	54	85
TOTAL PAID CIRCULATION					77,205		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
ALBERNI-CLAYOQUOT		11,700			1,104	9	1
* CAPITAL		125,500			65,449	52	85
COMOX-STRATHCONA		32,000			1,912	6	2
COWICHAN VALLEY		23,400			5,355	23	7
NANAIMO		39,600			3,225	8	4
MISCELLANEOUS							
REMAINDER OF CIRCULATION					160		
VICTORIA TIMES-COLONIST	9/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		101,900			54,829	54	74
RETAIL TRADING ZONE		47,000			12,884	27	17
TOTAL ZONES		148,900			67,713	45	91
CENSUS METROPOLITAN AREA		121,200			62,388	51	84
TOTAL PAID CIRCULATION					74,232		
REGIONAL DISTRICT CIRCULATION							

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
BRITISH COLUMBIA (cont.)							
BRITISH COLUMBIA							
ALBERNI-CLAYOQUOT		11,700			1,009	9	1
* CAPITAL		125,500			62,388	50	84
COMOX-STRATHCONA		32,000			1,887	6	3
COWICHAN VALLEY		23,400			5,325	23	7
NANAIMO		39,600			3,437	9	5
MISCELLANEOUS							
REMAINDER OF CIRCULATION					186		
YUKON							
WHITEHORSE			J 3				
WHITEHORSE STAR	6/91			EVE (M-TH)			
CITY ZONE		5,900			3,050	52	95
RETAIL TRADING ZONE		4,800			81	2	3
TOTAL ZONES		10,700			3,131	29	97
TOTAL PAID CIRCULATION					3,219		
YUKON							
* YUKON		10,200			3,131	31	97
MISCELLANEOUS							
REMAINDER OF CIRCULATION					88		3

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